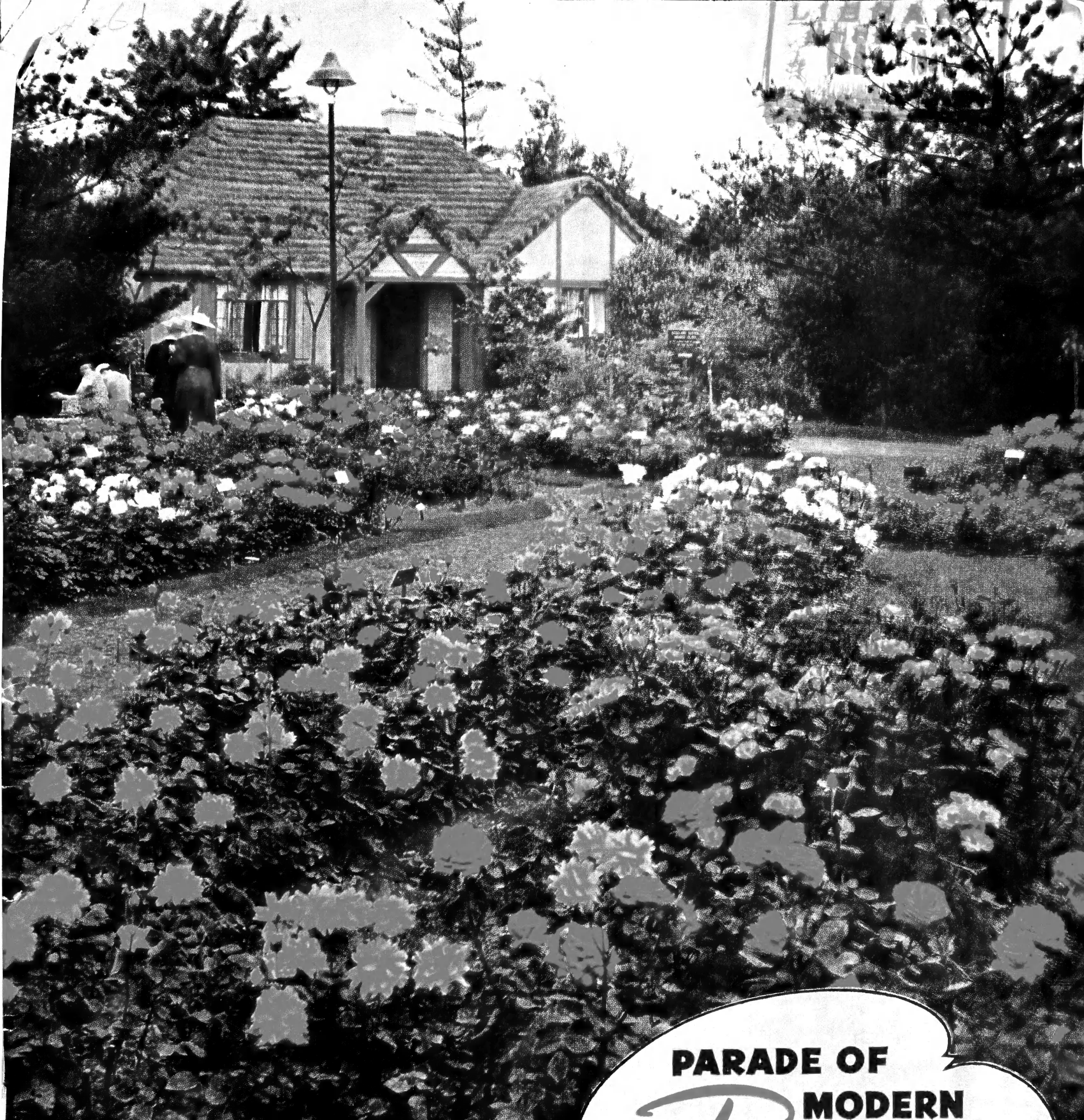


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



A corner of the Rose Gardens at the World's Fair, with the Garden Club Cottage in the background. The names of the Roses in this picture are under the sketch on page 3.

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK STATE . . . *Rose Capital of America*

**PARADE OF
MODERN**

Roses

**AND
PERENNIALS**

1941

PRESENTING

Rose Bampton

THE NEW RED ROSE FOR 1941

WITH rugged, sturdy, finest quality plants ready for your garden early this spring, here is the Red Rose you will enjoy most of all this summer and fall, and for years to come. If you compete in the Rose Shows, Rose Bampton will be one of your winners of the year. We were fortunate indeed to have so superb a Rose for so charming a personality.

In Gardens on Parade at the World's Fair of 1940, this exquisite new Rose was named in honor of the lovely Metropolitan Opera and Radio star—and Miss Bampton graced the Jackson & Perkins Gardens with her presence to accept her Roses from Charles H. Perkins.



Floribunda Roses at the Fair—led by such winners as Betty Prior, Donald Prior, World's Fair, Joyous, Carillon, A. Grille, and the others on pages 24 to 27.

ROSE BAMPTON

Hybrid Tea

(Plant Patent No. 425)

Rose Bampton brings to Rosedom a new shade of red, outstanding in its distinctiveness. The scintillating hue retains its depth throughout the long life of the blooms, approaching the spectrum red on color charts. In early spring occasionally there are two-tone variations between the outer and inner petals; during the summer the entire flowers are intense red and remain so till frost. The charming petals reflex slightly as they open and the full flower resembles a camellia.

Buds alluring, Ophelia-shaped, rich carmine, developing into China-red as the petals unfold. They always open, during all seasons of the year.

Blooms 5½ in., very double, slow in opening, hold a long time. 50 or more firm, well-spaced petals, camellia-like. Even though opening to massive size, the flowers never "ball." Prolific.

Brilliant . . . China-red . . . not just a new red Rose, but a new and outstanding shade. The sun heightens the red effect.

Fragrance . . . delightful old Rose perfume.

Plant strong, healthy, vigorous, of medium height. Very hardy; disease-resistant.

Foliage . . . rich dark green, and bountiful—covers bush completely.

Award First Class Certificate, Royal Dutch Horticultural Society.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Loveliest in Rosedom!

For you who want the six loveliest of the 1941 Class in the Parade of Modern Roses, here they are, at a special price:

Rose Bampton

Pearl S. Buck (p. 6)

Riviera (p. 6)

McGredy's Salmon (p. 7)

Neville Chamberlain (p. 7)

Adoration (p. 8)

GROUP #68

6 Plants, 1 of each

(value \$9.) for only

\$7.50

The WORLD OF TOMORROW.. and its *Roses*

IT WAS but natural that the world's largest Rose growers be selected to plant and care for the Rose Gardens in Gardens on Parade at the New York World's Fair in both 1939 and 1940.

Designed by Eugene S. Boerner, head of the J. & P. Department of Plant Research, in collaboration with the famous landscape architect, Hugh Findlay, these gardens won the acclaim of hundreds of thousands of garden-lovers, horticulturists, rosarians, editors, radio commentators—in fact, of all who visited them.

These pictures bring fond memories to you who visited the Fair. They help to visualize its grandeur to you who did not come, but now also have the happy opportunity to re-create the beauty of its Roses in your own garden this summer.

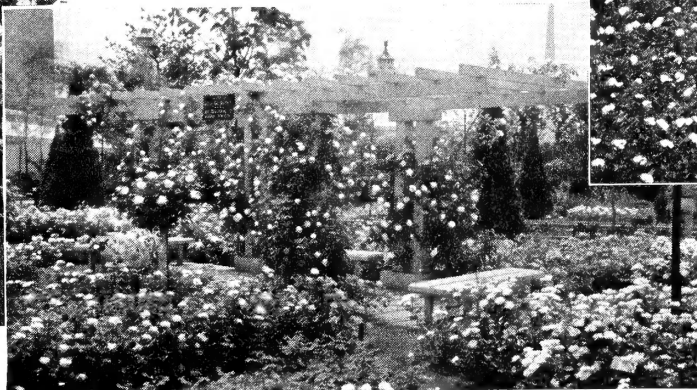
The lovely new Floribunda Rose on page 24, "World's Fair," was named for and officially dedicated to be the Theme Rose of the Fair.

Now the Fair is over, but you may see Rose Gardens even more elaborate and extensive by joining the pilgrimage of Rose lovers to Newark, New York. Read your invitation to the Festival of Roses on next page.

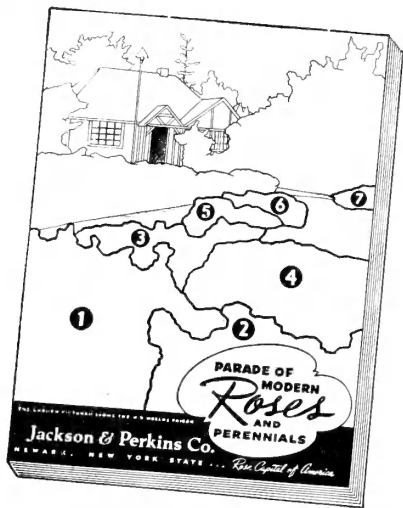
Below, one of the pergolas graced by J. & P. Modern Climbing Roses.



One of many plantings of Hybrid Teas, with the famed Trylon and Perisphere in the distance.



8,000 Rose Plants, in 41 model bed arrangements on 10,000 sq. ft. of ground, representing 250 of the finest varieties of J. & P. Modern Roses including creations of the leading hybridizers of 18 nations. These Rose Gardens remain as a permanent part of the New York City Park System, in Flushing Meadow Park.



Roses at the Fair, in Picture on Front Cover

No. 1 is Pearl S. Buck; 2—Rome Glory; 3—Rose Bampton; 4—Joyous; 5—Adoration; 6—White Briarcliff; 7—Signora. Garden Club members will recall their headquarters in the quaint Old English Thatched Cottage.

-Then Come Perfect Days!

WHAT is so rare as a day in June, when Roses are at their height of first bloom—modern Rose enthusiasts now know how to have perfect days all summer and fall in their Rose Gardens, with the varieties in this Parade of Modern Roses.

Modern Roses are the first thought in thousands of gardens from coast to coast—and the happy answer for many vacant plots where Dutch bulbs could not be obtained to plant last fall.

Most Roses need sunshine—but only half a day, morning or afternoon, will suffice. Modern Roses are very easy to grow and do not need special care.

This catalog of Modern Roses and Novelty Perennials is being sent early, to be of all possible aid in planning your garden and borders.

May you reap great enjoyment from your plantings this spring—many glorious bouquets for your own home and to give to others.

C. H. Perkins
President

Jackson & Perkins Co. 1 Rose Lane, NEWARK, NEW YORK STATE *Rose Capital of America*

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Welcome to the ROSE CAPITAL of AMERICA

FROM June until October, thousands come to Newark to visit the J. & P. Rose Gardens and drive through the fields of Roses. The extensive growing and hybridizing operations of this Company have earned for picturesque Newark, New York, the title "Rose Capital of America."

Now in our 67th year, over 2,500 acres are devoted to the Jackson & Perkins plantings at Newark, about 1,000 acres in New Jersey and nearly 1,000 acres in California, to properly serve the increasing demand for Modern Roses and nursery stock.

Here in a great carpet of color, the plants we send you this spring were in full bloom all last summer, gaining rugged vigor and storing up abundant energy to be even more beautiful in your garden.



A portion of one of our Rose fields, suggesting the breath-taking panorama of color and fragrance in the 2,000,000 plants you will see when you come to Newark this summer or fall.

At left is one of the Rose fields in our California Nurseries.

ONLY ONE GRADE - *The Finest*

Come to the Festival of Roses

Yearly in June, the annual Festival of Roses is proclaimed by the Mayor as a civic event, when the Jackson & Perkins test and display gardens are at their height of first bloom. These gardens contain 20,000 Rose plants in over 3,000 varieties, including some not yet introduced, the debutantes of Rosedom for 1942 and beyond.

If you request, you will be notified of the dates of the Festival next June, and sent a road map showing the way to Newark—on Route 31 between Rochester and Syracuse; on the New York Central Railroad; Greyhound Bus Line.

The main offices are here, where all orders are filled.

Some of the 75,000 visitors in the J. & P. Gardens in Newark, New York, during the Festival of Roses last June. Even though you may not find it convenient to come to Newark, you may enjoy a Parade of Modern Roses in your own garden, by ordering your plants from this book.

Page 4

There has been real advance in Rose improvement during recent years—in hardiness, resistance to disease, form, fragrance, habit and abundance of bloom.

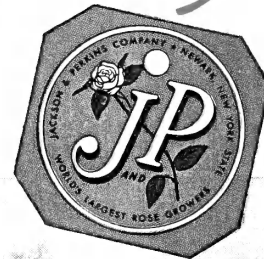
Every Rose plant you receive from us bears the famed J. & P. waterproof label shown below, symbol of a select variety and our replacement guarantee—to be of the finest quality, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from disease—and carefully packed to reach you in perfect condition.

Read the Famous J. & P. Guarantee on page 46

SENT PREPAID

Everything in this book is delivered transportation prepaid, except Tree Roses, p. 21, and Flowering Shrubs and Trees, p. 45.

For C.O.D. terms, see page 46.



The Ideal of a Lifetime

Now Realized for You!

Modern, everblooming, large-flowered, very double, Climbing Roses—for a wealth of fragrant bloom in even a small garden!



Dr. J. H. Nicolas

CREDIT another annal of progress to the spirit of American creativeness, this at the hands of an adopted American and beloved member of the French Legion of Honor, Dr. Jean Henri Nicolas. For years one of his consuming passions was to create the ideal everblooming Pillar or Climbing Rose, with great double blooms like Hybrid Teas.

World-renowned hybridist, author and Rose expert, Dr. J. H. Nicolas was famed for creating outstanding Hybrid Teas; distinguished pioneering of the new Floribundas; price-less advance in Climbing Roses, led by June Morn (see page 28), and now his namesake at right.

Dr. Nicolas was the head of our Department of Plant Research from 1929 until his death in 1937. He was succeeded by Eugene S. Boerner who worked with him, and under whose direction and inspiration this work has grown to be the world's largest Rose-hybridizing operations.

The Everblooming Pillar

DR. J. H. NICOLAS

(Plant Patent Applied for)

More than five years ago this marvelous flower was born, hybridized by Dr. Nicolas. From that day on everyone here at J. & P. has treasured it carefully. Now after these years of careful propagation and observation, we proudly present what may be the crowning achievement of his long career—named in his honor.

Everblooming... immediately after first flowers fade, the new shoots appear and a galaxy of bloom repeats again and again.

Immense... fully double, entrancing deep rose-pink flowers, unbelievably large, 5 to 6 in. across, with 50 fine-textured petals; as magnificent as Hybrid Teas.

Clusters... three or four perfect blooms to each long, strong stem.

Long-lasting... the first flowers remain entrancingly attractive till even the last one of the cluster is open full.

Fragrance... rich, lovely and enduring.

Hardiness... outstanding in northern New York; doubtless extremely hardy in all sections of the country.

Pillar... very vigorous, grows 8 to 10 ft. tall. Luxuriant dark green foliage, very resistant to ordinary Rose ills.

\$1.50 each; 3 for \$3.75; 12 for \$15.



© J. & P. CO.

Dr. J. H. Nicolas

Dr. Nicolas

**Memorial
Rose
Gardens**

To meet the many requests of our friends and admirers of Dr. Nicolas for a planting of Roses he created, these special groups have been prepared.

CLIMBING ROSES

Two each of the new **Dr. J. H. Nicolas**, and **June Morn** (see picture on p. 28)

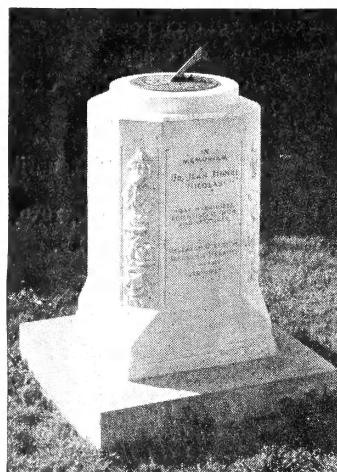
GROUP #64 4 Plants, 2 of each (value \$6.) for only **\$5.**

HYBRID TEAS and FLORIBUNDAS

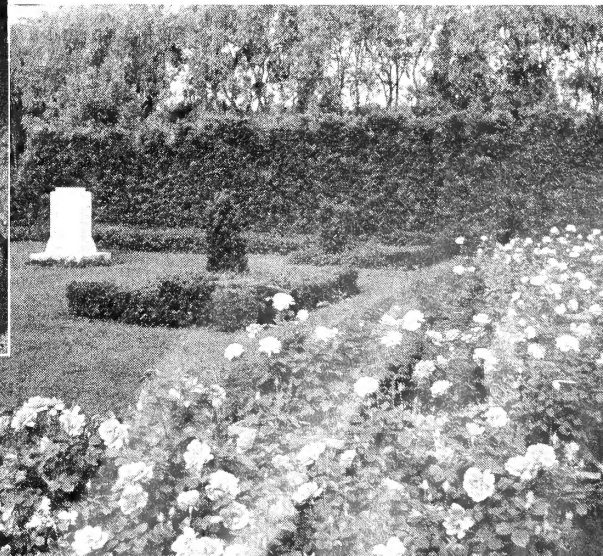
One each of the lovely **Eclipse**, **Mrs. Francis King** (p. 16);

Gloaming, **Miss America** (p. 17); **Flambeau** (p. 7); **Rochester** (p. 24); **Smiles** (p. 25); **Carillon** (p. 27).

GROUP #65 8 Plants, 1 of each (value \$7.25) for only **\$6.**



At left is the Memorial Sun-Dial which occupies the place of honor in the J. & P. Display Gardens at Newark, New York; below, the quadrangle surrounded by Roses he created, including Carillon, Smiles, Snow-bank, Rochester, Eclipse, Gloaming, and others.





Pearl S. Buck

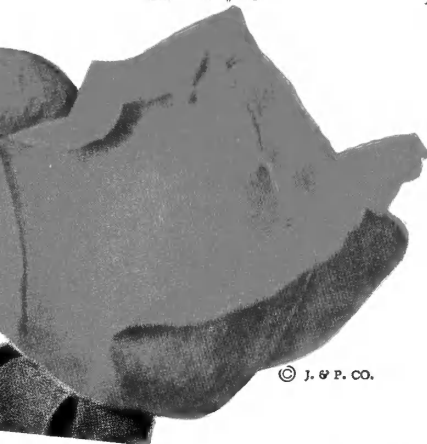
© J. & P. CO.

ROSE BAMPTON

(Plant Patent Applied for)

Below is a bud of the favorite Rose Bampton in the colorplate on inside front cover, where it is described completely.

\$1.50 each; 3 for \$3.75;
12 for \$15



© J. & P. CO.

RIVIERA

(Plant Patent No. 378)

Big, full-bodied, many-petaled, strikingly set off by large, attractive, dark-green foliage in profusion. Riviera reflects the warmth, color and vivaciousness of sunny Spain, yet has the sturdy hardiness needed to withstand the rigors of northern winters; also grows splendidly farther south. Tall, very vigorous.

Blooms . . . large, open-cupped flowers 5 to 5½ in., with 45-50 petals. Long, graceful stems.

Luminous . . . coppery pink, flushed with orange. Very unusual great splotch of gold appears at base of each petal.

Buds ovoid—deep reddish orange.

Foliage . . . great quantity of attractive, dark green foliage.

Fragrance . . . rich, fruity, pleasant.

Prolific . . . the tall plants bear generously until frost.

Awarded . . . Silver Medal Certificate, A.R.S., 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Another view of a growing field in one of our Rose nurseries—a stirring sight which many drive hundreds of miles to see in full bloom. Every J. & P. Rose Plant you buy has proved itself like this before it comes to you.

PARADE

New for

SIXTEEN lovely new Roses to make your garden more glorious! They have been proved in more than 100 stations throughout the nation, as well as in our own test gardens and growing fields in the rigorous climate of northern New York State.

All have been bred to be definitely superior—in hardiness, resistance to disease, form, fragrance, habit, abundance of bloom. In them are pleasures and thrills the commoner varieties cannot supply, making your garden the admiration of friends and a place of enduring beauty and fragrance for only a little more than ordinary plants cost.

PEARL S. BUCK

(Plant Patent No. 423)

Distinguished! That, in a word, describes this proud new Rose, named at the World's Fair for the famed Pulitzer Prize Winner and author of "The Good Earth," Pearl S. Buck. Surpassing fragrance, firmness of color fading only slightly with beautiful gradations of tone, hardiness—these are the features that distinguish this much-acclaimed Rose. In the fall, the color deepens to pure gold. Developed by the eminent Kordes, it has excellent exhibition traits, so much so that it was chosen for a favored plot in the 1940 Parade of Modern Roses at the World's Fair. An idea of its splendid appearance there may be gained from the picture on the front cover. Resembles Sunburst, but with stiffer petals and better color.

Buds . . . interestingly formed, becomingly pointed, a glowing orange hue, softening as they open to a deep yellow tinged with apricot. Pinkish edges.

Characteristics . . . double flowers, high-centered, about 4½ in. size, with stiff-textured petals.

Stems . . . long, fine for cutting.

Foliage . . . the elegant, ample foliage of this magnificent Rose is another outstanding feature—firm and clean, deep green in tone.

Fragrance . . . rich and lovely with a lingering quality that adds immeasurably to its appeal.

Prolific . . . very generous and free-blooming.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Riviera

© J. & P. CO.

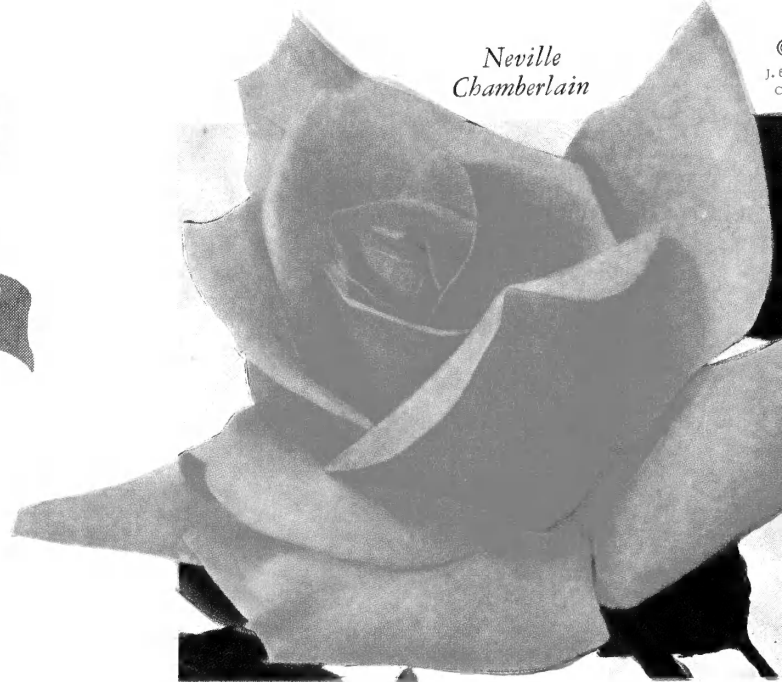
OF MODERN ROSES

1941

HYBRID TEAS

The Jackson & Perkins hybridizing and research department is the largest in the world; we also enjoy intimate relationships with the most important Rose hybridizers of other lands, and have sole American rights from such leaders as McGredy, Dickson, Gaujard, Aicardi, Pahissa and others.

Just before the war, our Eugene S. Boerner, Rose Specialist and Hybridizer, visited the important Rose nurseries of England, Ireland, Scotland, France, Germany, Holland, Belgium, Italy and Spain, and brought back grafts of their choicest seedlings, promising us more gorgeous introductions for the future.



Neville
Chamberlain

NEVILLE CHAMBERLAIN

(Plant Patent No. 428)

The graceful, slender buds are one of the most appealing characteristics of this exquisite new Rose from Belgium, named there when created by the accomplished Louis Lens, for Britain's Prime Minister who has since given his life for his country. There it gained instant popularity for its vigorous growth and exquisite, long-stemmed flowers, which increase in size as season progresses.

Habit . . . tall, vigorous, hardy; bronzy green foliage; young shoots contrasting red.

Blooms . . . the high-centered, burnt-orange buds unfold beautifully and gradually into exquisite 4-4½ in. blooms, freely borne on fine stems.

Color . . . salmon overlaid with the rich bronze tones of its maternal parent, Mrs. Sam McGredy; touch of orange at base.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Flambeau

© J. & P. CO



FLAMBEAU

(Plant Patent No. 374)

Vivid, vibrant, glowing scarlet. Of natural grace in any scheme of flower arrangement, with beautiful slender buds and appealing open blooms resembling Etoile de Hollande. Flambeau was developed in our own research department by Dr. Nicolas. Tall, 3½ ft., full bushes; hardy and vigorous. Excellent for cutting.

Buds . . . trim, slender, high-pointed, carmine, on long stems.

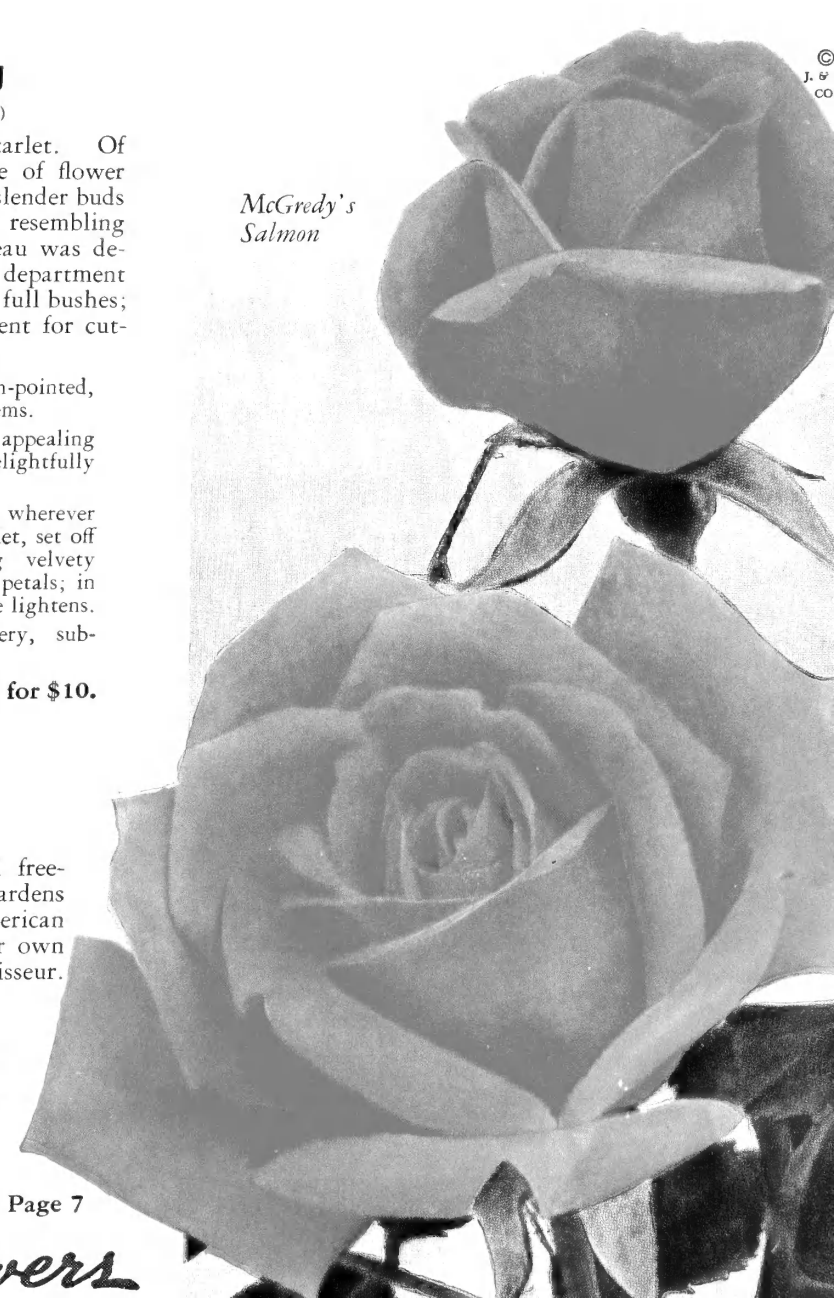
Blooms . . . open slowly into appealing petal formations; delightfully fragrant.

Color . . . a center of interest wherever used—glowing scarlet, set off with a glistening velvety sheen on inside of petals; in midsummer the tone lightens.

Foliage . . . dark green, leathery, substantial.

\$1. each; 3 for \$2.50; 12 for \$10.

McGredy's
Salmon



McGREDY'S SALMON

(Plant Patent No. 410)

McGredy's Salmon, with lovely, high-centered flowers, fine fragrance and free-blooming qualities, will be another prize Rose for exhibition, enlivening the gardens of our countless McGredy fans. In our world-wide search to bring to American rosarians the finest new introductions from other lands as well as from our own hybridizers, the McGredy creations always win the high esteem of the connoisseur.

Buds . . . exquisite, symmetrical, of an appealing orange-pink shade.

Blooms . . . unfold with rare grace into delightful apricot-salmon flowers, medium in size.

Fragrance . . . rich, full, fascinating.

Plant . . . an exuberant bloomer all season. Low-growing, with an abundance of attractive, bronzy-green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15.

MORE NEW *Roses*

ADORATION

(Plant Patent Applied For)

One of the loveliest of our new Roses for 1941—another masterpiece of the noted Jean Gaujard—into which he has so admirably wrought the attributes that make it worthy of a place in the Parade of Modern Roses. A subtle fragrance adds to the charm of Adoration. Admirers of Monsieur Gaujard's Mme. Jean Gaujard and Mme. Jos. Perraud will be joined by countless Rose lovers everywhere in cherishing Adoration. When first exhibited in France (then called Ile de France, a name already borne by another Rose in America), it was accorded a brilliant reception, chosen as the official Rose for the International Exhibition. Best described as a glorified Los Angeles with a dash of Lady Pirrie coloring. Exquisite 5-in. blooms which will hold a place in the front rank of Modern Roses.

Color brilliant, entrancing salmon-pink, illumined with splash of orange at base of petals.

Intriguing . . . both in color and shape of the long, pointed buds that open gradually into modern, high-centered blooms.

Foliage profuse, effective, shiny, coppery green.

Habit growth is strong and upright. Tall, lithesome, airy plants—hardy, vigorous.

Produces many branches, bearing in great profusion from June till frost.

Honors Gold Medal, Lyon, 1939; Gold Medal, Bordeaux, 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15.

A. GRILLE, Floribunda

(Propagation Rights Reserved)

Here's news! A really *new* shade of red has been developed in the tremendously popular new Floribunda family of Rosedom—brilliant scarlet-crimson, several shades lighter than the deep velvety World's Fair (see page 24) that has so completely won the nation. Stays firmly red in even the hottest sun. Add the lure of semi-double flowers, 4 to 5 in. across, and you can appreciate how remarkable is this new Rose. Excellent for bedding, borders, and mass planting, and for the many other purposes for which Floribundas have been found so appropriate in American gardens.

A. Grille represents another step in the development of "The Roses of Tomorrow"—the ideal of the Department of Plant Research at our nurseries in the Rose Capital of America.

Color brilliant scarlet-crimson; bright in all light. Does not burn in sun.

Fragrance elusive, intriguing.

Persistent large clusters throughout the summer.

Habit bushy; very hardy and vigorous; heavy foliage. Of medium height.

\$1. each; 3 for \$2.50; 12 for \$10.

For the many colors and kinds of Floribunda Roses please turn to pp. 24, 25, 26, 27

Here are the sturdy plants of your new Roses for 1941, blooming gloriously in our fields last summer—a spectacle enjoyed by thousands of visitors to Newark



for 1941

12 Most Spectacular Roses in Gardens on Parade

HYBRID TEAS

Charlotte
Armstrong



CHARLOTTE ARMSTRONG

(Plant Patent Rights Reserved)

Blood-red buds, magnificent flowers, spectrum-red in cooler months, cerise in summer heat. The long-stemmed blooms, produced in prodigious quantities throughout the season, are ideal for cutting because they open slowly and retain their beauty until the last petal drops. The headline All-America Selection for 1941.

Characteristics...strong, vigorous, free-branching; luxurious disease-resistant foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15:

A NEW CLIMBER



F. Ferrer

© J. & P. CO.

Everblooming Climbing Rose

F. FERRER

New for 1941, this large-flowered, long-stemmed, everblooming Climbing Rose comes to us from the accomplished Pahissa in sunny Spain. Has a unique, pleasing, piquant, cinnamon fragrance. The lovely, semi-single, lustrous dark velvety-red flowers, set off by bright yellow stamens, have 12 stiff-textured petals and appear in clusters of 3 to 5, holding attractiveness for a long time; plant continues with some color all summer. Lay canes down for winter in cold regions. The connoisseur will prize F. Ferrer.

Habit...vigorous and spreading, covering 10 to 12 ft. Following the prolific clusters in June, it repeats all summer with flowers one to a stem.

Foliage...attractive, dark green, disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15. 9

The "World's Fair-est"

Many of our friends ask us to select for them the peers in the Parade of Modern Roses. This year that is especially easy, because we have had the votes of the more than 100,000 Rose enthusiasts who visited the J. & P. Rose Gardens in Gardens on Parade at the New York World's Fair of 1940. So this splendid group has been made up for you from the Roses they said they liked the best. Seven are new for 1941. Your friends will admire them too, as they grow in your garden this summer, and win prizes for you in the Rose and Flower Shows. Every one is shown in full color in this book.

Adoration, salmon-pink
Flambeau, glowing scarlet
McGredy's Salmon
Neville Chamberlain, salmon and bronze
Pearl S. Buck, gold tinged apricot
Riviera, coppery orange

Rose Bampton, China red
Dicksons Red, scarlet-red
Eclipse, golden yellow
Hector Deane, crimson
McGredy's Sunset, saffron, orange-scarlet
White Briarcliff, lovely white

GROUP #50 All 12 Plants, \$13.75
1 of each (value \$16.) for only .

GROUP #50D 24 Plants, 2 of each, \$27.00
Double Lot (value \$32.) for .

ROSE D'OR (Propagation Rights Reserved)

By a providence of Nature, we are in the unusual position of being able to allow our friends to have in their gardens this summer one of the outstanding new Roses to be introduced to the general public in 1942. Thrillingly bedecked in pure gold—shimmering, intense, radiant—Rose d'Or is the hybridist's dream of perfection. Even on a drab day, its large flowers bring golden sunshine to the garden and home. Excellent, pointed buds slightly flecked with red. Distinctive for depth, contour, and permanence of color. From Gaujard, it is an accentuated form of the pure Souvenir de Claudius Pernet with an added touch of red to deepen the color. Slight fragrance.

Bud...pointed, with long neck and attractive sepals.

Flower...medium large (about 5 in.), slightly cupped, with 20 to 25 large, stiff-textured petals; holds its intense golden yellow even in hot August sun.

Foliage...profuse, medium dark green, shiny.

Plant...3½ ft. tall—upright, free-growing.

Habit...very hardy, vigorous, resistant to disease. Continues to bloom throughout entire season.

Awarded...First Certificate of Colle Oppio, Italy, 1939.

\$1.50 each; supply limited—only 2 plants to a customer.

A Rose for 1942
You May have in '41

Rose d'Or
© J. & P. CO.



World's Largest Rose Growers

THE HOME GARDEN

Quartet

New 1941 Introductions

AVAILABLE now for the first time in America are four new varieties for a beautiful home Rose garden, and a constant supply of cut Roses all summer.

These four new Roses have vigor, hardiness, fragrance, grace, strong growth, disease-resistance—and the great virtue of abundant, continuous bloom—in fact, all the exceptional qualities so desired for garden and home. There may be some minor detail which might keep them from taking the Blue Ribbon for “Best Rose of Show” but they will “do their stuff” in any garden.

With their sturdiness and stamina, strength and abundance of bloom, we particularly recommend them to the new Rose grower.

PRINCE BERNHARD

Extremely vigorous, very hardy, so fragrant it won the Most Fragrant Rose award at Nos Jungent Rosae, Holland, in 1937; has established a fine reputation in Europe. Graceful, long, pointed buds on tall, strong stems; opening slowly into large, cupped, long-lasting peony-shaped flowers. Shining, deep, unfading carmine-red, flushed with bloom-red and strawberry-red. Blooms continuously all season. Ample dark, glossy green foliage. Very upright—3½ to 4 ft. tall. Fine for cutting and bedding. Gold Medal Bagatelle and Des Tombes Medal 1937.

REVEILLE

A lovely, sprightly Rose with short, pointed bud of salmon-pink. A profusion of medium-large, bomb-shaped flowers, light salmon flushed with deeper pink towards center—interesting in its variations—sometimes very deep and rich in tone, sometimes lighter. 40 heavy-textured petals. Bears continuously. Slight fragrance. Dark green foliage in quantity. Very full-flowering, vigorous, full-growing, hardy. About 3 ft.

OPAL

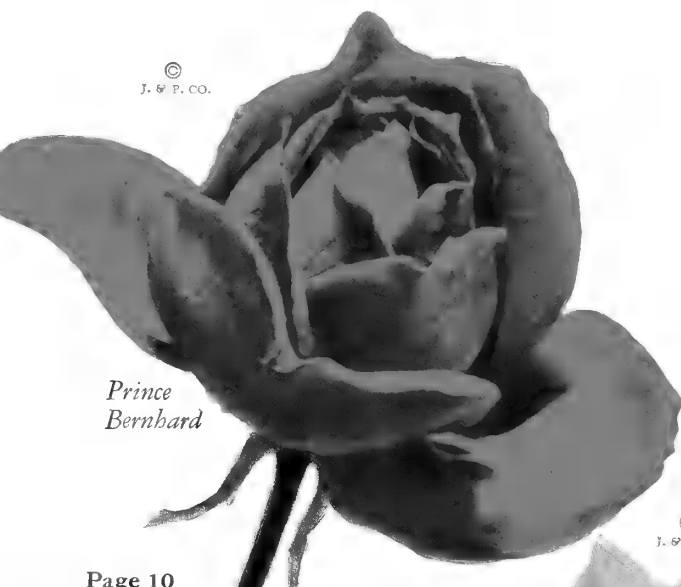
Large 5½-in. flowers, very fragrant, with 45 generously proportioned petals make Opal an impressive Rose. Attractive, long, pointed, high-centered, warm orange-pink buds; the peony-shaped blooms softening through salmon to opal, provide a delicate tone that blends charmingly with other flowers and in rooms of pastel shades. Long stems. Fairly heavy, medium-green foliage. Prolific; blooms freely all summer and fall. 3½ ft. tall. Very hardy and vigorous, a heritage from its Gaudard strain; these virtues being especially noticeable in second year plants. Certificate of Merit, A.R.S., 1939.

ELITE

Elegant long-stemmed Roses of sweet fragrance in great profusion all summer long are yours from this tall, vigorous, new seedling of the very popular President Hoover. Slender, long-pointed buds, deep coral, almost orange, unfolding slowly into 4½-in., cup-shaped salmon-pink blooms with yellowish blend, the petals having a rich sheen that heightens the color. Light green foliage. Very hardy. Silver Medal Certificate, A.R.S., 1939.

Specially Priced: \$1. each; Any 4 for \$3.25; Any 8 for \$6.25; Any 12 for \$9.

HYBRID TEAS



Prince
Bernhard

Page 10



Elite



Reveille



Opal

JACKSON & PERKINS CO.

PARADE OF MODERN

Roses

ARE the Modern Roses really better than the older kinds? Emphatically yes! Every one has bred into it every possible improvement in color, fragrance, size, shape, hardiness, resistance to disease, habit, foliage, etc. They are patented for your protection; you always receive genuine, true-to-name plants of first quality.

There are thrills in growing Modern Roses no commoner varieties can give. They will keep your garden a place of beauty and fragrance long after the older kinds have lost favor. All are rugged, hardy stock requiring a minimum of care and cultivation. Of all Roses, they are most admired.

HYBRID TEAS

DICKSONS RED

(Plant Patent No. 376)

Winner in All-America Selections

This glowing scarlet-red Rose from the Emerald Isle "has everything"—flashing color; large, beautifully cupped, high-centered form; rich fragrance; early, abundant, continuous bloom; resistance to heat; strong, sturdy bush; clear, healthy foliage. Thousands "raved about" Dicksons Red at the World's Fair and in the gardens of Rose-lovers who grew it last year. A rose so lovely, so rugged, so able to stand the hottest sun with color undimmed—so completely satisfying it will be outstanding for years to come.

Fragrance... abundant, rich, mellow.

Hardy... thrives in hottest summer and blooms unceasingly. The color holds; does not blue with age.

Plant... well-formed, about 2 ft.

Awards... Gold Medal of the National Rose Society of England; Clay Cup for Fragrance. First Award for Hybrid Teas, All-America Rose Selections for 1940; a winner again in 1941.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Alezane

© J. & P. CO.

ALEZANE

(Plant Patent No. 116)

Toughest of all Hybrid Teas! Blooms 3 weeks earlier than most Roses. Enchanting in its unusual hues of color, and borne in great profusion. A rose that defies the Masters to express its play of color on canvas.

Buds... urn-shaped—of a chestnut brown.

Blooms... double, cupped, opening to sorrel—then changing to rich apricot. Backs of petals sorrel-striped with yellow veins.

Growth... very vigorous, upright and branching.

Distinctive... so different it never fails to draw attention.

\$1. each; 3 for \$2.50; 12 for \$10.

Dicksons Red

ALICE HARDING

(Plant Patent No. 202)

Molten gold, fashioned into a lovely full-petaled flower. A wonderfully clear, clean color that is quite at home in sunshine—sun-fast in all sections. Heavy, rich foliage on a plant of medium height. Named for Mrs. Edward Harding of New Jersey, by the French National Horticultural Society. Gold Medal, A.R.S.

Fragrance... rich and stimulating.

Prolific... blooms in great abundance.

Thrives... especially well in the deep South, where it holds its color much better than most yellows.

\$1. each; 3 for \$2.50; 12 for \$10.

Alice Harding

© J. & P. CO.

World's Largest Rose Growers

THE PARADE OF

ROME GLORY

(Plant Patent No. 304)

The aristocrat of red Roses for which you pay highest prices at the florists. Proudly parades its scarlet-crimson glory—unchallenged in a wide, bright world of color. An eminent tribute to the third millenium of the founding of the Eternal City, and well does it honor the glory and greatness that was Rome. A true patrician, proud and erect. Stands cutting well. Its noble buds and mammoth, long-lasting blooms make glorious bouquets. Awarded Gold Medal, S.A.F., 1938.

Buds formed like the florists' perfect American Beauty, only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance . . . superb—alluring—lingering.

Lasting . . . flowers last long on the plant, or cut; not affected by dry or wet weather.

Plant strong and healthy and of better than average height.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Rome Glory

ETERNAL YOUTH

(Plant Patent No. 332)

The clearest of the pinks—a Rose of sparkle and beauty whose delightful fragrance and cheerful color make it outstanding among all pink Roses. It is instantly loved by all who see it. You will prize the lively, vibrant, intense pink tones of a Riviera sunset, in blooms that stand proudly erect on long strong stems. Admirable for cutting.

Presented . . . by Aicardi, great hybridist of Italy.

Color joyous pink, livening to yellow at base of petals.

Fragrant . . . reminiscent of sweet, old-fashioned Roses.

Blooms slim, graceful buds, opening to double flowers, superb in form. Entrancing for exhibition, winning many firsts in last year's shows.

Plant excellent, compact; about 2 ft. tall.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

Eternal Youth

© J. & P. CO.

JEAN COTE

(Plant Patent No. 321)

A Rose that glows with all the fascinating hues of a smouldering campfire, best summed up into clear, orange-apricot blending with a carmine warmth—rich, changing colors that deepen as the flower opens. Unusually good in hot weather. Large, glossy foliage.

Named for Jean Cote, great French silk authority and Rose fancier.

Fragrance . . . rich, full, satisfying.

Flowers grow singly and continuously on sturdy stems. Very large exhibition blooms.

Plant about 2 ft. tall.

\$1.25 each; 3 for \$3.15;
12 for \$12.50

Jean Cote

© J. & P. CO.

TWELVE

World's Fair LEADERS

GROUP #15

In the Parade of Modern Roses, the Rose Gardens in "Gardens on Parade" at the great New York World's Fair, these were leaders among the varieties admired most—as they will be in your garden for years to come. You will thrill at their gorgeous colors in the pictures in this book, as well as in real life next summer. Except for the group containing many of the new introductions for 1941 (see p. 9), this is one of the finest collections of J.&P. Modern Roses you could possibly select—at a real saving, too. One plant of each of the following:

Alice Harding, yellow.
Dicksons Red, scarlet.
Eclipse, golden yellow.
Eternal Youth, pink.
Countess Vandal, copper and pink.
Gloaming, salmon-pink.
Mme. Jean Gaujard, yellow decked orange and pink.

McGredy's Sunset, saffron blushed orange.
Rome Glory, scarlet-crimson.
Rex Anderson, white.
Signora, mandarin and salmon.
Saturnia, cardinal, yellow and copper.

All 12 Plants (value \$13.50) for only **\$11.25**
(Last year \$16.00)

MODERN

Roses

HYBRID TEAS

COUNTESS VANDAL

(Plant Patent No. 38)

Queen of the Modern Roses, held by many to be the most artistic bloom in Rosedom. Unrivalled in the garden and in cut-flower arrangements, one of the hardest to beat in the Rose shows. A pioneer among patented Roses, originated by Leenders of Holland, whose vigorous strains are prized by all Rose-growers. Very long and graceful buds, opening slowly to beautiful, high-centered flowers. Exceptionally free from diseases—very easy to grow. In the 1940 Shows, Countess Vandal was exhibited in many more instances than any other.

Color.....coppery bronze and pink suffused with gold with reflex of silver.

Exhibition...artistic, fully double, outstanding blooms that win high honors in the shows—a favorite of the fanciers that does just as well in the home garden.

Fragrant...mellowing to winy richness as flower matures.

Prolific...awarded Gold Medal of the King of Spain, for profusion of bloom.

Plant....grows 24 to 30 in. high

\$1. each; 3 for \$2.50;
12 for \$10.

WHITE BRIARCLIFF

(Plant Patent No. 108)

One of the daintiest and most delightful of all white Roses—grows gracefully, exquisite in flower arrangements. With the stately grace of a charming bride, this gorgeous Rose proudly displays its blooms—so coolly fragrant—so generously long-lived.

Distinction both in bud and open flower, pure white. Blooms a week ahead of most.

Prolific....tremendous producer. Fully double. Ideal for cutting.

Plant....spreading, bushy, 2 to 3 ft. tall.

Prize of Honor...and Gold Medal at International Exhibition, Paris. Silver-Gilt Medal, French N.H.S.

\$1. each; 3 for \$2.50; 12 for \$10.

POINSETTIA

Glowing fire-red—the brilliance of Poinsettias at Christmastime—makes this Rose

magnificent. Tall and vigorous—a good grower. Fine as a cut-flower.

Buds.....ideal in form, long and pointed.

Blooms....possess fairly full petalage.

Award....Certificate of Merit, American Rose Society, 1938.

\$1. each; 3 for \$2.50; 12 for \$10.

Poinsettia

Cosmopolitan

GROUP #55

Here are four of the most satisfactory Roses for home-garden planting, all of excellent form and color. One each of Countess Vandal, Golden Main, White Briarcliff, Zulu Queen.

5 Plants, only \$3.75
(value \$4.50)

Page 13

World's Largest Rose Growers



Countess Vandal

SATURNIA

(Plant Patent No. 349)

Glorious, with 20 flame-wrought petals casting their spell of enchantment. Cardinal-red with salmon-yellow and copper on the reverse of its pretty petals, creating a warmth of tone difficult to describe—still more difficult to forget. Universally enjoyed at the World's Fair for its rich fragrance.

Fragrance...pronounced, fascinating.

Plant....symmetrical, average height; fine cutting stems.

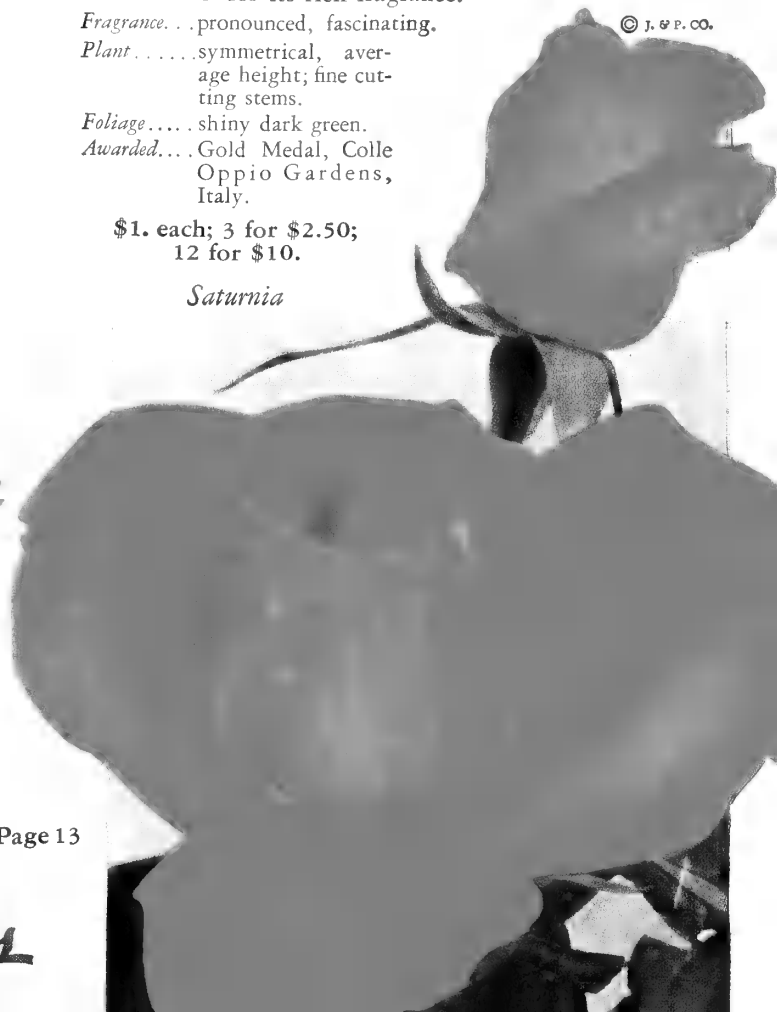
Foliage....shiny dark green.

Awarded....Gold Medal, Colle Oppio Gardens, Italy.

\$1. each; 3 for \$2.50;
12 for \$10.

Saturnia

© J. & P. CO.





McGredy's

HECTOR DEANE

(Plant Patent No. 361)

Fragrance that perfumes a whole garden from even a single plant! A radiant newcomer from Ireland which accommodates itself happily to conditions over here. Long, pointed crimson buds with a suggestion of orange in the depths, the orange diffusing as it opens, leaving a clear circle of yellow at the heart. The flowers open strawberry pink, informal and reflexed in an unusual manner, interesting and distinct. Ideal for cutting.

Growth...vigorous, almost rampant. Exceedingly liberal and constant in bloom. Tall, stately.

Blooms...informal; petals reflex in irregular and unusual manner. Prolific.

Foliage...exceptionally interesting.

Fragrant...one plant permeates the whole garden with old-Rose perfume.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Hector Deane

© J. & P. CO.

REX ANDERSON

(Plant Patent No. 335)

An outstanding exhibition Rose—perfectly-formed, slow-opening, one of the very few successful whites. Its fully double flowers may be grown to enormous size by disbudding. Exceptionally vigorous. Another favorite we are proud to offer.

Color...delicate, lovely ivory-white.

Scent...soft and fascinating.

Growth...exceptionally free and vigorous with abundant gray-green foliage.

Awards...First Class Trial-Ground Certificate, National Rose Society, England.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

McGredy's Triumph

© J. & P. CO.

McGREDY'S TRIUMPH

(Plant Patent No. 190)

Huge, bright, fragrant blooms, freely borne, that sparkle in even the garden shade. Full 5 in. across—lovely soft rose gently brushed with orange, on sturdy stems of rich mahogany-red.

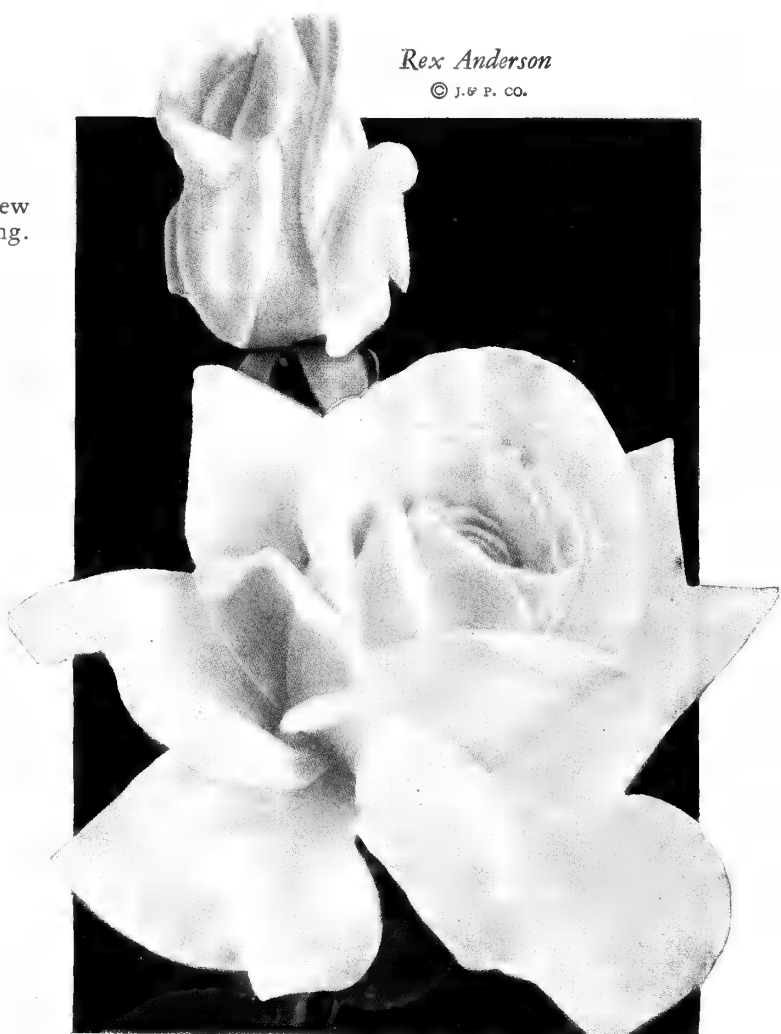
Foliage...extra large, dark reddish bronze.

Vigorous...extraordinary vigor and growth. Needs room.

Honors...Gold Medal, N.R.S.; A.M. Glasgow, Scotland, Hort. Soc.; Silver Medal, A.R.S. Portland.

Garden...leave flowers on bush; they do not last when cut.

\$1.25 each; 3 for \$3.15;
12 for \$12.50



Rex Anderson

© J. & P. CO.

NEWER Irish ROSES

The outstanding creations of this famed old house of Irish nursery experts are so well known, just to say McGredy is to say Rose-dom's finest. For now over five years we have been honored by S. McGredy & Son, with exclusive rights of testing and distributing their new varieties in the U. S., every one of which has won instant acclaim. Here are their recent select productions, without which no well-ordered garden can be complete.

McGredy's Pink

© J. & P. CO.

McGredy's Sunset

© J. & P. CO.

McGREDY'S SUNSET

(Plant Patent No. 317)

The inspiring golden and yellow hues of a perfect summer sunset are captured in this gorgeous Rose—so outstanding in color that it has been one of the high points of attraction in the World's Fair Rose Gardens, in our own Newark gardens and in the gardens of our customers from coast to coast. Introduced last year, it is already one of the most loved of the Irish Roses. Blushed with delicate orange and rich scarlet, the saffron blooms open in glorious grandeur, resembling a Camellia—holding their form long after cutting. Wherever McGredy's Sunset is planted in a public garden, there the crowds gather to exclaim and admire.

Flowers . . . full, shapely, with dainty, symmetrical petals, resembling a camellia, as it unfolds and holding this position for a long time after being cut and brought in to the house.

Buds . . . beautifully formed, exquisite in bouquets and for boutonnières.

Fragrance . . . gently penetrating; freshly sweet.

Resistant . . . to sun, hot weather, and disease.

Prolific . . . many blooms on 24 to 30-in. bushes.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

McGREDY'S PINK

(Plant Patent No. 341)

Exquisite in form, appealing in color—sun-bright and comely—lends charm and beauty to any surroundings. Delightful peach-pink tinged with gold.

Blooms . . . large, perfectly formed, sweetly scented

Growth . . . flowers borne on stiff stems continuously from early spring to late autumn. Dark, rich foliage. Few thorns.

Merit . . . model blooms produced in great profusion. Bronze Medal, Portland.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

McGredy's Salmon

© J. & P. CO.

McGREDY'S PRIDE

(Plant Patent No. 339)

Large flowers—full and brilliant—with unique form make Pride a Rose of which you, too, will be proud. Buds are long and pointed. Flowers borne freely on long, stout stems. 2-ft. plant. As a garden and bedding variety, this charming Rose stands by itself.

Color . . . orange and salmon-pink, with a tantalizing touch of lovely yellow that mellows with age.

Sturdy . . . likes our variable climates; consistent, sturdy bloomer. Not liable to damage by rain.

Fragrance . . . delicate, subtle.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

McGredy's Pride

© J. & P. CO.

McGREDY'S SALMON

(Plant Patent No. 410)

Here is a bud of the exquisite new McGredy for 1941, which is beautifully pictured on p. 7.

\$1.50 each;
3 for \$3.75;
12 for \$15.

Irish Group

№53

The grandest from the land of shamrock and Roses. One each of Hector Deane, McGredy's Salmon, McGredy's Sunset, McGredy's Pink, McGredy's Pride, McGredy's Triumph, and Rex Anderson.

7 Plants, 1 of each \$7.75
(value \$9.25) for . . .

World's Largest Rose Growers

PARADE OF

ECLIPSE

(Plant Patent No. 172)

The "Streamline Rose"—the slim, tapering, graceful buds are dainty and modern as the glamour girl of the year. Brilliant golden yellow petals—an arresting spot of color in the garden and in a bud vase or bouquet. Plants are of the vigorous, branching type that produce a lot of bloom all the time and have healthy attractive green foliage. The open flowers are large and substantial, with from 20 to 25 petals in the same brilliant yellow as the buds.

Distinction. there has never been another Rose with sleek, flowing buds like these.

Originated. by the late Dr. J. H. Nicolas in our own gardens.

Awarded. Gold Medals in France and Italy; Gold Medal of the American Rose Society.

\$1. each; 3 for \$2.50; 12 for \$10.



Eclipse

© J. & P. CO.

Land-of-the-Free

GROUP #56

SPECIAL

Here are seven outstanding Modern Roses created in the good old U. S. A.—one each of

Carillon Eclipse
Flambeau Gloaming
Miss America Rocket
Mrs. Francis King

7 Plants
(value \$6.40) **\$5.35**

MRS. FRANCIS KING

(Plant Patent No. 253)

The whiteness of Alaskan snows is reflected in this Rose, descended from the wild rose of Alaska, from which it also inherited its vigor and freedom of bloom. Named to honor one of the founders of the Garden Club of America. One of the finest whites.

Color. a clean, real white, with a mere suggestion of pale gold in center of bloom. 50 to 60 petals.

Early. often blooms ten days ahead of its neighbors and continues until frost.

Fragrance. the cool, soft odor of the wild Rose.

Height. about 30 in.

85c each;
3 for \$2.15;
12 for \$8.50



© J. & P. CO.

Mrs. Francis King

ZULU QUEEN

(Plant Patent No. 363)

The darkest and one of the "blackest" of all Red Roses—a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage on a stalwart, well-proportioned bush add to the all-round desirability of Zulu Queen. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, holding their color admirably even in torrid weather.

Bush. vigorous, hardy; grows 2 ft. tall.

Blooms. the long, pointed buds open gloriously in their rich, deep tones; distinctly and delightfully perfumed.

Generous. each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

Color. holds its deep hues throughout the life of the flower.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Zulu Queen

© J. & P. CO.

MODERN

Miss America

© J. & P. CO.

Roses

HYBRID TEAS

GLOAMING

(Plant Patent No. 137)

An outstanding pink Rose for exhibition blooms. In it seems to be reflected the breathtaking beauty of the last fleeting rays of a perfect autumn sunset—delicate salmon-pink, blending into tawny orange and gold. How happy that by a miracle of nature this unforgettable beauty is preserved in a Rose! Yet for all its loveliness, Gloaming does not require pampering. Sturdy, tall, not afraid of the toughest winter, it "can take it." A favorite cut-flower variety that is a "must" for every Rose-lover.

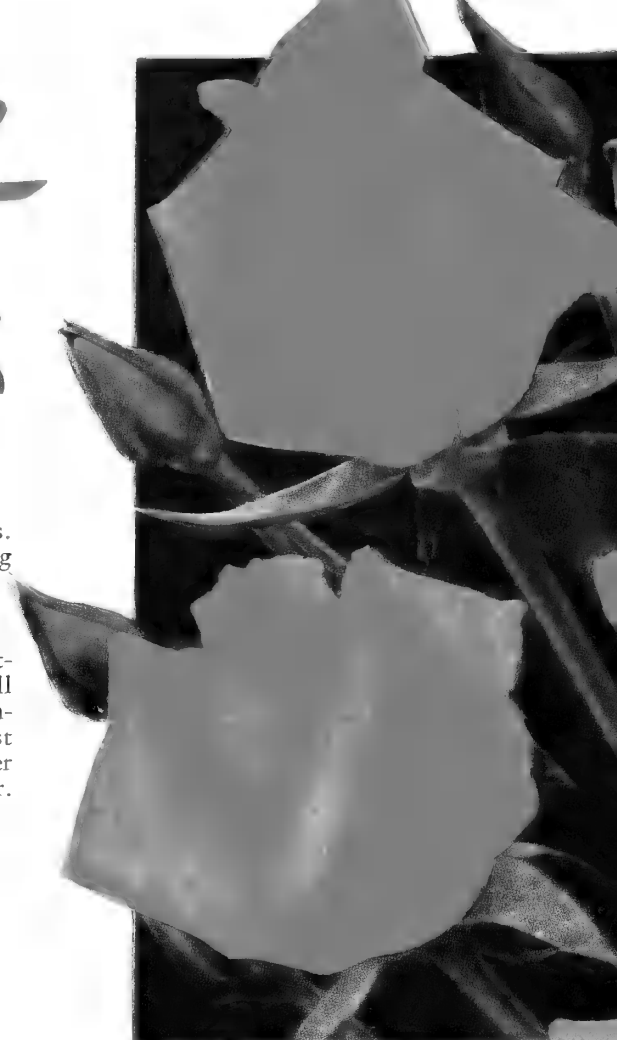
Color . . . delicate salmon-pink, blending into tawny orange and gold.

Blooms . . . very large—double—beautiful.

Fragrant . . . decidedly so, decidedly pleasing.

History . . . a definite contribution by the late Dr. J. H. Nicolas, eminent French-American rosarian, whose new Climber is announced on page 5. Height 24 in.

\$1. each; 3 for \$2.50; 12 for \$10.



© J. & P. CO.

Gloaming

MISS AMERICA

(Plant Patent No. 264)

A milk-and-honey Rose characterized by delicate flesh tints touched with salmon and gold. The flowers are very large, with an average of 65 petals—growing singly on long stems. Fine exhibition blooms. Even when neglected the plants will bloom abundantly.

Characteristics . . . vigor—fine, healthy foliage with excellent resistance to disease—extreme hardiness—lovely color. Upright plant—24 to 30 in. high.

Fragrance . . . very pronounced yet delicate, pleasing.

Noted for . . . persistence of bloom.

Honored . . . First Certificate of Merit, Colle Oppio, Italy; Certificate of Merit, A.R.S., 1938.

85c each; 3 for \$2.15; 12 for \$8.50



Rocket

© J. & P. CO.

ROCKET

(Plant Patent No. 171)

A brilliant, proud, stately, extremely hardy beauty in a shade of red that is permanent and goes well with other colors. Adds flaming color to your garden—even in summers when most others relax their efforts. The great double scarlet-red blooms are filled to overflowing with color and fragrance. Rocket comes of a sturdy ancestor, the Australian hardy Climber, Scorcher, inheriting unusual ruggedness. It can be depended on in your garden.

Blooms . . . unusually large and double.

Resembles . . . E. G. Hill flowers.

Noted . . . as a good grower under all conditions, with strong, upright stems and fine foliage; 2 feet tall.

Prolific . . . very free-blooming.

Fragrance . . . rich, old-rose perfume of distinct personality.

Awards . . . Silver Medal, A.R.S.

85c each; 3 for \$2.15; 12 for \$8.50



RONSARD

History . . . a mixture of Rugosa and Austrian Copper blood makes these plants unusually hardy.

Fragrant . . . extremely so—you'll like it.

Plant . . . bushy—18 to 24 in. tall.

Desirable . . . for spectacular bedding effects and bouquets.

Flowers . . . large—long lasting.

Color . . . vibrant, scarlet tones on inside of petals, a spectacular contrast to glowing gold outside.

© J. & P. CO.

Ronsard





Mme. Jean Gaujard

© J. & P. CO.

French Group

#54

SPECIAL

An interesting selection of five of the finest Modern Roses from la belle France, for beauty and charm and fragrance in your garden. Five plants, one each of

Mme. Jean Gaujard
Jean Cote
Alice Harding
Amelia Earhart
Ronsard

At a Special Price

5 Plants (value \$6.) . . . \$5.

SIGNORA

(Plant Patent No. 201)

A pronounced advance over the well-known Talisman—and its earlier improvement, President Herbert Hoover. Born and raised on the Riviera, it became accustomed to hot, dry weather. Happily, it also has ample vigor for our northern clime. Graceful buds of warm brownish orange, opening to lighter mandarin and salmon. Unusually heavy foliage, a beautiful rich green.

Blooms . . . double, with even more petals than the President Hoover. Very fragrant.

Habits . . . vigorous, branching, tall-growing plant with fine foliage.

Prolific . . . as many as 31 blooms on one plant at a time—each with long stem.

\$1. each; 3 for \$2.50; 12 for \$10.



Signora

© J. & P. CO.

GOLDEN STATE

(Plant Patent No. 303)

The official Rose of the Golden State International Exposition on Treasure Island in San Francisco. A rich, golden yellow Rose so appropriate to California with its traditions of the "Gold Rush." Has won many awards, both in the U.S. and abroad.

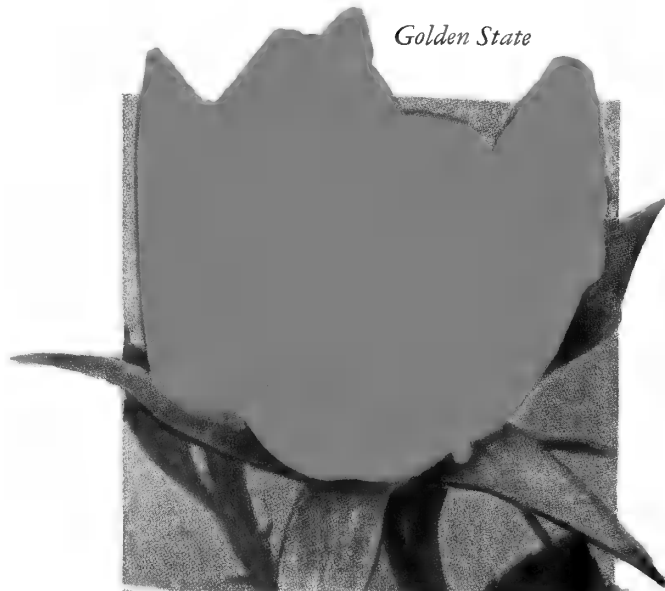
Fragrance . . . faint, clove-like fragrance.

Habits vigorous and free blooming.

Stems long—ideal for cutting.

\$1. each; 3 for \$2.50; 12 for \$10.

Golden State



Satan

© J. & P. CO.

SATAN

(Plant Patent No. 379)

Swarthy, glowing velvety carmine; in the recesses the color deepens to a darker red. The blooms are fascinating in form, high centered, with ample petals. Livened with a sweet perfume. At the World's Fair Rose Garden it grew to about 3 ft. and was very much admired. Will appeal to the many lovers of dark red Roses. This is a Rose which came to us from Pahissa in San Feliu, near Barcelona, Spain.

Blooms . . . high-centered, with many petals, the color deepening towards center. Long-lasting.

Fragrance . . . rich, heavy, exotic.

Foliage . . . dark green and somewhat crinkled—very effective and attractive in itself.

Plant bushy, strong-growing—about 24 in. tall. Easy to care for.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

MODERN

Amelia Earhart

© J. & P. CO.

Roses

HYBRID TEAS

BETTER TIMES

(Plant Patent No. 23)

Prized for length of stem, pointed buds, and all-round attractiveness as cut-flowers, Better Times are the Roses you'll probably get when you buy long-stemmed red Roses from the florist this winter. This glorious cerise-red Rose, so universally used by commercial cut-flower growers, has brought happiness to millions of people everywhere. By the same token it will give you distinct joy as a grand cut-flower, a hardy grower, a distinct addition to your garden display.

Fragrance... pronounced and enchanting.

Will Grow... anywhere in the United States. Upright growth, 18 to 24 in.

Awarded... Gold Medals at New York, Philadelphia, and St. Louis Flower Shows—and A.R.S.

\$1. each; 3 for \$2.50; 12 for \$10.

AMELIA EARHART

(Plant Patent No. 63)

Amelia Earhart is an exhibition Rose *par excellence* as many Rose fanciers know, with massive, perfect flowers that put it in the winning class with regularity, frequently taking top honors as Best Flower in Show. The great big, double blooms of yellow—with just the merest hint of a blush—perfectly formed—contrast sharply with the dark, polished foliage.

Tribute.... to the most famous of all American aviatrixes.

Character... stately, medium tall, not a free bloomer but every flower is perfection.

Fragrance... so delightful it never loses its appeal.

Awards... Gold Medal, Special Exhibition of New Roses, Troyes, 1928.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

R.M.S.
Queen
Mary

Italian Group #52

A RARE VALUE!

Endued with all the romance and tradition of this sunny clime and its ancient empire, outstanding in color and form and appeal. All are thoroughly acclimated to our American seasons. One each of:

Eternal Youth
Saturnia

Rome Glory
Signora

4 Plants (value \$4.50) for \$3.75

R.M.S. QUEEN MARY

(Plant Patent No. 249)

A stately, bewitching Rose, noted for the grace and beauty of its buds and the unique color of its flowers. The smart buds open gracefully to charming full blooms of salmon-pink, flushed with delicate orange. Has won four Gold Medals and three First-Class Certificates in Europe and the United States. Rather a sparse grower.

Buds.... long, sleek, attractively pointed.

Flowers... high-centered, long-lasting, of unusual beauty, attracting instant interest wherever shown.

Stems.... long and erect, on 24-in. plants.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Better Times

© J. & P. CO.

CRIMSON GLORY

(Plant Patent No. 105)

The beauty of Crimson Glory is apparent—big, interesting, well-formed blooms of deep, vivid crimson, held proudly high. But its appeal and popularity are also due to its fascinating fragrance, which makes it an instant favorite. Winner of many medals and honors.

Fragrance... refreshing and abundant.

Buds..... large, urn-shaped, developing into full, well-formed blooms.

Character... very prolific.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Crimson Glory

© J. & P. CO.



Matador

© J. & P. CO.

MATADOR

(Plant Patent No. 170)

Radiant beauty distinguishes this Rose with its big buds on long stems, opening into large flowers. Its bright crimson petals are reminiscent of the warmth and vivaciousness of sunny Spain—the Spain of Carmen and the daring, exciting bullring. How appropriately it is named Matador! The soft, velvety depth and richness blends nicely with other colors. It is a good cut-flower, excellent for exhibition.

Fragrance.... soft, romantic, persuasive.

Honors..... Gold Medal, The Netherlands and France; Silver Medal, Portland.

Plant..... branching habit—24 to 30 in. high.

\$1. each; 3 for \$2.50; 12 for \$10.

HYBRID TEAS

CALIFORNIA

(Plant Patent applied for)

Developed after years of effort by a California grower as his idea of the Rose fit to be emblematic of the Golden State; has a dual tone effect of indescribable richness and beauty. The flowers are enormous. Regional All-America Selection of 1940.

Color..... a glorious shade of ruddy orange, toned with saffron-yellow; the exterior of the broad petals is overlaid with Saturn rose.

Buds..... long and pointed.

Flowers... very large, reaching a diameter of 5 to 6 in.

Growth... vigorous canes, well furnished with healthy, glossy green foliage. Grows 24 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.



California

MME. CHARLES MALLERIN

(Plant Patent No. 409)

Enchanting beauty of color that will be a constant joy sets this Rose apart. For more than 20 years the renowned Rose hybridizer, C. Mallerin, strove to create a rose superbly different in color to name in honor of his wife. This is his crowning achievement. It is a healthy, upright-growing plant, too, with lovely foliage and heavy-textured petals recurring to form a graceful flower.

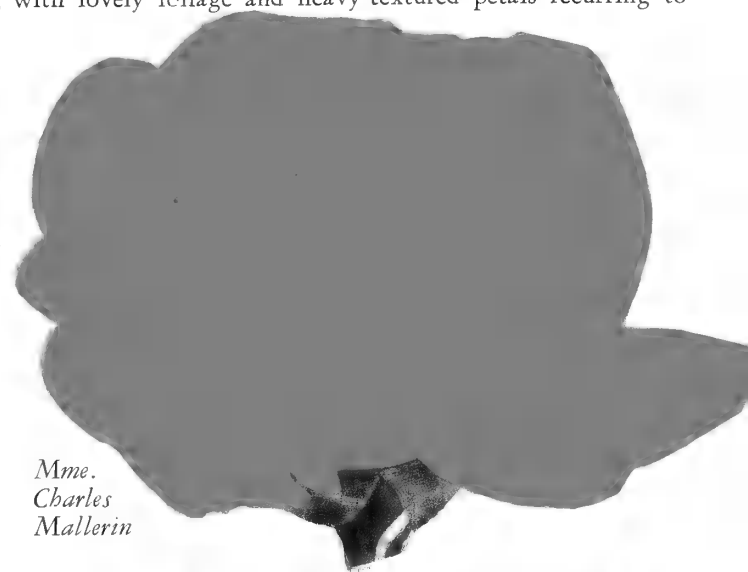
Buds..... long, salmon-orange buds.

Blooms... distinct individuality of color—flaming orange with a veil of iridescent scarlet. Large 4-in. flowers, 40 petals.

Fragrance... a sweet scent of clover.

Foliage... large, leathery, ivy-green.

\$1.50 each; 3 for \$3.75; 12 for \$15.



Mme.
Charles
Mallerin

MME. HENRI GUILLOT

(Plant Patent No. 337)

Here is a play of colors that will please the artist. The gracefully shaped buds unfold into large, reflex-petal flowers that keep their form and color for several days after cutting.

Color..... the deep watermelon- and raspberry-pink tones are charmingly, heavily veiled with reddish orange, creating the impression of flaming scarlet.

Buds..... large, artistic, urn-shaped.

Blooms... firm, camellia-like, about 5 in. across, with 20 large, velvety-textured, shell-like petals.

Foliage... the fine foliage adds interest to the plants in the garden, and makes the blooms more desirable for cutting.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Mme. Henri Guillot

RADIANT BEAUTY

(Plant Patent No. 97)

Red—a radiant, rich red. Coloring, exquisite form, and heavy American Beauty fragrance have made it popular. Excels as a long-lasting bouquet flower and as an exhibition bloom. Luxuriant blooms, fully double, with 40 to 50 petals. Tireless bloomer. Exceptionally hardy. Grows about 24 in. tall.

\$1. each; 3 for \$2.50; 12 for \$10.

TEXAS CENTENNIAL

(Plant Patent No. 162)

Rich, blood-red Rose, a sport of the Rose, President Herbert Hoover—and has the same general type of growth and glorious flower. Differs only in color. Retains pleasing tones as flower fades. Grows 3 ft.

85c each; 3 for \$2.15; 12 for \$8.50

GOLDEN MAIN

(Plant Patent No. 254)

The yellowest of all yellow Roses—strong, vigorous, supple, tall and long-lived—with large blooms whose 40 languorous petals gleam with a vivid dandelion yellow. Does not fade. Glossy dark green foliage. Highly desirable for mass planting where continuous blooming furnishes a constant interest point.

\$1. each; 3 for \$2.50; 12 for \$10.

APRICOT QUEEN

(Plant Patent applied for)

A glorious Rose—orange and apricot at base of petals, merging to salmon rose and phlox-pink in the fully developed bloom. Handsome, leathery foliage. Strong grower.

\$1.50 each; 3 for \$3.75; 12 for \$15.

Aristocrats of Rosedom

TREE ROSES

HERE is the ideal way to lend height to your garden and accentuate its beauty. Tree Roses make formal gardens even more stately, and informal gardens more radiant. You will find they occupy very little ground space, and greatly enhance the effect. Tree and Bush Roses present a breath-taking panorama when planted together. All J. & P. Tree Roses are grown on a special hardy strain of Multiflora stem and root for best success in your garden—a strain that transplants easily, and handles well for winter protection. On Tree Roses the flowers reach the greatest state of perfection in form and color, blooming from spring until frost.

J. & P. Modern Tree Roses are worked on 42-in. stems and have bushy well-balanced heads. The stem expands in proportion with the top, an essential for success and lastingness in this type of Rose. It is not subject to the borers and other ills of older kinds of stems. Many of these Roses are shown in full color and described in detail on other pages of this book, as indicated below.

TRUNKS 3½ FT. TALL

- | | |
|---|--|
| Alice Harding Molten gold (<i>see p. 11</i>). | Mme. Jean Gaujard Creamy yellow flushed orange and carmine-pink (<i>see p. 18</i>). |
| Amelia Earhart Giant exhibition blooms, yellow (<i>see p. 19</i>). | Mme. Joseph Perraud Nasturtium-buff (<i>see p. 23</i>). |
| Blaze Brilliant scarlet. Very effective as a Tree Rose (<i>see p. 20</i>). | Mrs. Sam McGredy Scarlet-copper-orange (<i>see p. 23</i>). |
| Christopher Stone Scarlet-crimson (<i>see p. 23</i>). | Picture Velvety rose-pink, perfect form. |
| Countess Vandal Coppery bronze and pink (<i>see p. 13</i>). | President Herbert Hoover Maroon and orange, an improved Talisman. |
| Dicksons Red Livid red. The All-America winner (<i>see p. 11</i>). | Rex Anderson Ivory-white (<i>see p. 15</i>). |
| Eclipse Brilliant golden yellow, the "stream-lined Rose" (<i>see p. 16</i>). | Rome Glory Scarlet-crimson (<i>see p. 12</i>). |
| Etoile de Hollande Bright red (<i>see p. 22</i>). | Satan Rich dark red (<i>see p. 18</i>). |
| Gloaming Salmon-pink with gold (<i>see p. 17</i>). | Saturnia Two-tone, red and yellow (<i>p. 13</i>). |
| Golden Main Unfading rich yellow (<i>see p. 20</i>). | Signora Mandarin and salmon (<i>see p. 12</i>). |
| Hector Deane Glorious crimson, an outstanding McGredy Rose (<i>see p. 14</i>). | Snowbank Dainty blush-white (<i>see p. 24</i>). |
| Mary Hart Patent No. 8. A red form of Talisman. | Sœur Therese Deep daffodil-yellow; buds marked mauve-red. |
| Matador Bright velvety crimson (<i>see p. 20</i>). | Southport Unshaded scarlet, spectacular in sunshine. |
| McGredy's Ivory Delicate creamy white (<i>see p. 23</i>). | Talisman Golden yellow and copper. A universal favorite. |
| McGredy's Pink Soft pink (<i>see p. 15</i>). | Texas Centennial Rich blood-red (<i>see p. 20</i>). |
| McGredy's Sunset Delicate saffron (<i>p. 14</i>). | World's Fair Velvety blackish-scarlet, dramatic as a Tree Rose (<i>see p. 24</i>). |

Complete, simple instructions for easy planting and care are supplied with every order



J. & P. TREE ROSES

\$3. each;

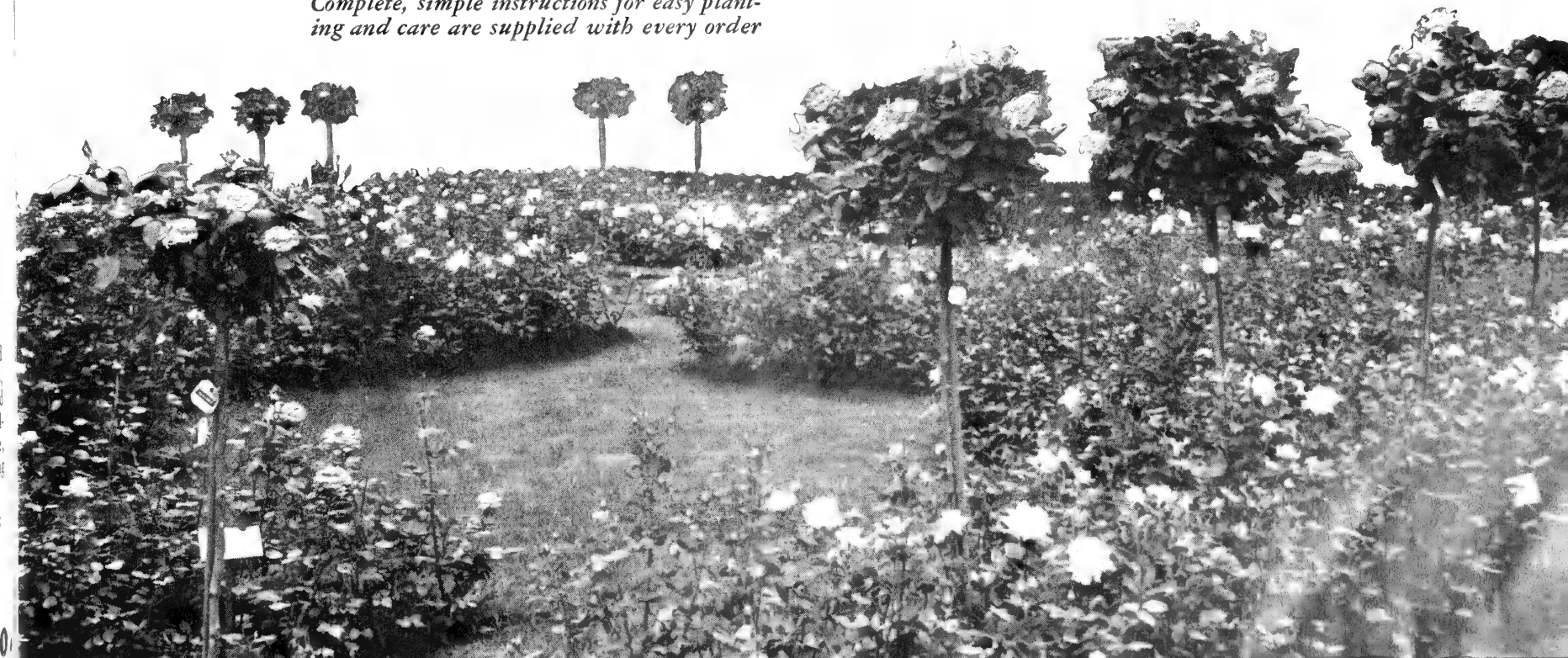
Any 6 for \$15.; Any 12 for \$30.

These prices include safe, expert packing, guaranteed to reach you in good condition. Tree Roses are sent express collect.

We expect to be able to fill every order exactly, but if the supply of any variety is exhausted, we shall send another of same color and quality unless otherwise instructed.

Page 21

J. & P. Tree Roses received a great deal of admiration in Gardens on Parade at the New York World's Fair. In the picture below is just a glimpse of a corner of the Rose Gardens, showing how effectively Tree Roses combine with Hybrid Teas to make a garden that is long remembered.



Universal Favorites

THE SIX ROSES BELOW

GROUP #69 6 Plants, \$3.75
1 of each

The 3 Roses below:

Hinrich Gaede

Etoile de Hollande

McGredy's Yellow

8 GARDEN FAVORITES

All Easy to Grow

GROUP #58

One of each:

Condesa de Sastago
Dame Edith Helen
Etoile de Hollande
McGredy's Yellow
Mme. Jules Bouche
Mrs. Pierre S. du Pont
Mrs. Sam McGredy
Pink Dawn

8 plants \$4.95
(value \$6.00)

HYBRID TEAS

Here are the choicest of older Hybrid Tea Roses, the varieties so loved by all that they continue to merit a place in many fine gardens. An excellent list for a colorful planting at modest cost—and a group from which even those who buy all the new Roses continue to select those of special appeal to their individual tastes.

These hardy, universal favorites are grade A-1, northern field-grown plants, two years old. All produce fine, double blooms, except the desirable single-flowering varieties included and indicated in descriptions. They will provide a generous supply of cut-flowers throughout the entire season.

Any Variety, 75c Each:

Autumn Long-lasting; moderately fragrant; bud burnt-orange streaked with red. Continuous bloomer.

Betty Uprichard Delicate salmon-pink with coppery carmine reverse; verberna fragrance.

Caledonia Large; white; very double; long-lasting; slightly fragrant. Long, strong stems. Very hardy.

Christopher Stone Bright velvety scarlet-crimson; damask fragrance. Vigorous, upright. Not troubled by heat. (Color picture at right.)

Condesa de Sastago Two-toned coppery pink inside, golden tint outside. (Color picture at left, bottom.)

Dainty Bess Large single flowers, flesh-pink inside with old-rose reverse; wine-colored stamens. Delightfully frilled petals.

Dame Edith Helen Glowing pink; very large and full; intensely fragrant—a continuous bloomer all season. Very hardy. (Color picture below at left.)

Edith Nellie Perkins Salmon-pink inside, rich copper-tinged rose outside; large blooms. Early and continuous.

Editor McFarland Clear brilliant pink; perfectly formed; long-lasting when cut. Strong stems.

E. G. Hill Massive blossoms of deep maroon, velvety on inside; very fragrant. Blooms throughout the season.

Essence Fragrant, fiery crimson, velvety petals. Strong stems for cutting. Vigorous, bushy.

Etoile de Hollande Bright red; large; loose; semi-double; very fragrant. (Color picture at left.)

Frau Karl Druschki Most popular white Rose in the world, exquisite in form, snow-white. A Hybrid Perpetual that continues in high favor.

Golden Dawn Sunflower-yellow turning to lemon-yellow; well-formed; sweetly fragrant. Profuse and continuous. Low growing.

Grenoble Large; scarlet-red. Tall, hardy plants with luxuriant foliage.

Hinrich Gaede Large; spectacular orange-yellow, flushed with nasturtium-red. Fine long-pointed buds. (Color picture at top left.)

Isobel Bronze tones turning to flaming orange-pink. One of gayest and largest of all single Roses.

Joanna Hill Medium yellow. Single blooms on long, strong stems; moderately fragrant.

Kaiserin Auguste Viktoria Exotic pure white blooms for contrast in bouquet or garden. Very free.

Margaret McGredy Very large orange-to-scarlet flower. Moderately fragrant. Few thorns. Very vigorous; blooms all season.

McGredy's Ivory Delicate creamy white merging into yellow at base. Long, pointed bud. (Picture at right, bottom.)

Mrs.
Pierre S.
du Pont

Dame
Edith
Helen

Any Rose Plant on these Two Pages for only 75¢

Specially Priced
**The Twelve Famous
Varieties Pictured**
GROUP #66

12 Plants in all, 1 of each variety in color on these two pages (value \$9.00) only . . .

7.25

Money-Saving Discounts in Quantity

UNIVERSAL FAVORITES

3 Plants of any one variety \$1.90

Any 12 Plants of your choice \$7.50

Any 15 Plants of your choice \$14.75

SIX ROSES BELOW
GROUP #70 \$3.75
6 Plants, 1 of each

The 3 Roses below:

*Mrs. Sam McGredy
Christopher Stone
McGredy's Ivory*

McGredy's Scarlet Vivid rose-red with blazing scarlet sheen; large, loosely formed flowers. Tall.

McGredy's Yellow Large; bright, buttercup-yellow; dark-red stems. Exquisite bud and flower. (Color picture at left, bottom.)

Miss Rowena Thom Pastel rose with golden base; fragrant. Strong, branching plants. Tall.

Mme. Joseph Perraud Long, slender nasturtium-orange buds, opening to nasturtium-buff; sweetly fragrant. (Color picture at right, bottom.)

Mme. Jules Bouche Medium-sized; white, slightly flushed pink in center. Always in bloom. Fragrant.

Mrs. Pierre S. du Pont Deep golden yellow, slightly lighter with age; medium size; semi-double; moderately fragrant. Steady bloomer. (Color picture at left.)

Mrs. Erskine Pembroke Thom Fine buds; perfect rich yellow flowers; delicate fragrance.

Mrs. Sam McGredy Scarlet-copper-orange, heavily flushed with Lincoln red on outside; moderately fragrant. Profuse, continuous bloomer. Very hardy. (Color picture at top right.)

Pedralbes Semi-double, cream-colored flowers passing to pure white. Very vigorous; free bloomer.

Pink Dawn Well-formed; deep rose opening to lovely pink, tinted with orange at base; fragrant. Vigorous. (Color picture at right.)

President Herbert Hoover Maroon and orange, two-tone. Vigorous, upright plants; free blooming. *Soeur Therese*

President Plumecocq Deep salmon overflow on coppery buff; large, fragrant. Continuous bloomer.

Prince Felix (de Luxembourg) Well-formed; large; brilliant scarlet-red. Withstands sub-zero. Tall.

Queensland Beauty Large; very double (100 petals); coppery pink. Fine bronzy foliage. A sport of Golden Dawn. Low.

Radiance Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance Very large; long-lasting; intensely fragrant; clear, even red. Tall.

Soeur Therese Unusually long, pointed, silvery yellow buds with distinctive markings of mauve-red, unfolding into rich, daffodil-yellow that never fades; fragrant. Blooms freely. (Color picture above at right.)

Southport Brilliant, unshaded scarlet. Spectacular, particularly sensational in bright sunshine.

Souvenir de Mme. C. Chambard Charming coral-pink tinted peach. Long, pointed buds.

Talisman Golden yellow and copper; long-lasting. Free blooming.

Temno Not black, but near—rich, deep, velvety maroon; strongly perfumed. Profuse.

Victoria Harrington Long, pointed bud; large, rich red blooms; unique curving petal formation.

W. E. Chaplin Large; crimson, deepening to carmine-crimson; does not blue or burn.

Special **SIX FAVORITES** **McGredy's Irish Roses**

GROUP #57

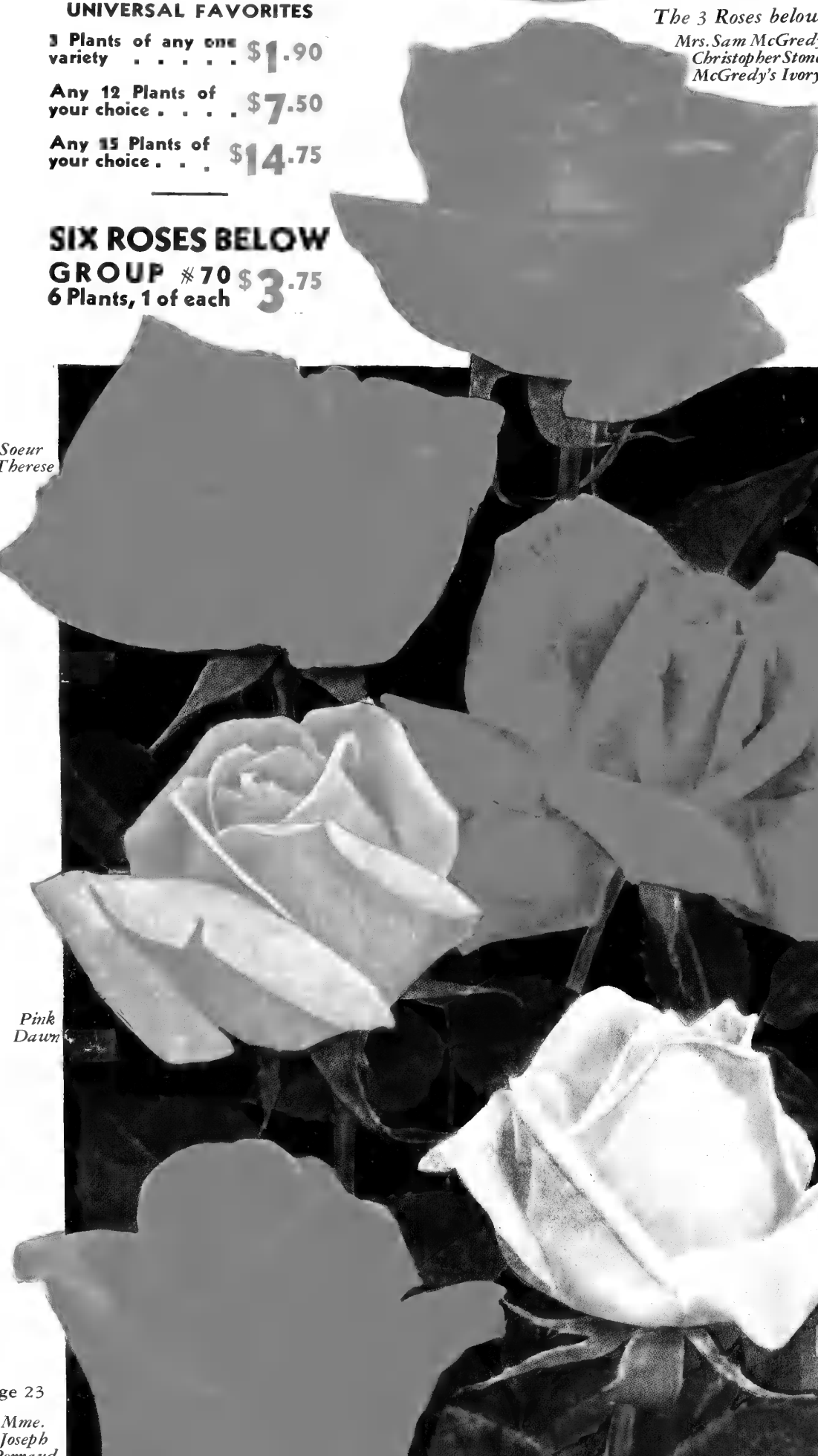
One of each:

McGredy's Ivory Margaret McGredy
McGredy's Scarlet Mrs. Sam McGredy
McGredy's Yellow Southport

6 Plants \$3.75
(value \$4.50)

Page 23

PERKINS CO. *Mme. Joseph Perraud*





World's Fair

© J. & P. CO.

ROCHESTER

(Plant Patent No. 131)

All season long, Rochester will give you enchanting blooms—"stardust refined to gold." The flower is medium large and double—perfect in Hybrid Tea form, with the cluster formation and free-blooming habit of Floribundas. Often sixty flowers on a stem.

85c each; 3 for \$2.15;
12 for \$8.50; 25 for \$15.65

Bloom... no bush Rose more prolific. Grows 2 ft. tall.

In Groups... gives continuous mass of beautiful fragrant flowers.

Flowers... golden yellow contrasting with orange-carmine reverse. Shaped like Rev. F. Page-Roberts—double Hybrid Teas.

Rochester



GLORIOUS

Floribunda

WORLD'S FAIR

(Plant Patent No. 362)

Winner of First Award, All-America Selections

The Rose sensation of the great New York World's Fair, admired by the throngs in "Gardens on Parade." Large clusters of velvety, rich scarlet flowers almost hide the luxuriant foliage, becoming very dark in the fall. The outstanding Floribunda with double Hybrid-Tea-size flowers. Favorably reported from all parts of the country.

Prolific... a continuous display from spring to frost.

Size... blooms nearly 4 in. across; 18 to 20 petals. Beautiful in the garden, and exquisite for cutting—very graceful even when full-blown.

Vigorous... bushy plant about 30 in. high.

Fragrance... fresh, exquisite, alluring.

Display... magnificent in a solid group.

Honored... First award, All-America Rose Selections 1940 and 1941, for Floribundas.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



© J. & P. CO.

Snowbank

SNOWBANK

(Plant Patent No. 279)

Large-flowering type, growing 20 in. tall. Excellent *en masse* and for the border. Strong, bushy, with thick, healthy foliage. A delightful J. & P. origination by Dr. J. H. Nicolas. 18 in.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

Buds... dainty; buff-orange.

Flower... blush-white, turning to pure white; semi-single, long-lasting; continuous.

Honored... A.R.S. Gold Medal, Hartford.

SUMMER SNOW

(Plant Patent No. 416)

Beautiful clusters of pure white flowers, clean as the falling snow. The most prolific of the white Floribundas. Delightful for blending other colors and effective for the white accent. Similar to but taller and more double than Snowbank.

75c each; 3 for \$1.90; 12 for \$7.50; 25 for \$13.75

Flowers... clear white, dainty.

Prolific... blooms freely in profuse sprays till frost.

Plants... 20 in. tall.

Fragrance... sweet, elusive, just as you expect in admiring the blooms.

FLORIBUNDA

Specially Selected

GROUP

Here is a beautiful planting so many of our friends have praised—we know you will enjoy it: Six each of pink **Betty Prior** and red **Donald Prior** (see p. 26) and the white at left—**Snowbank**.

18 Plants in all, only

An interesting, unusual planting that attracts attention wherever used: Three each of the unique red **Permanent Wave** (p. 26), the lively **Joyous** at right, and white **Summer Snow**.

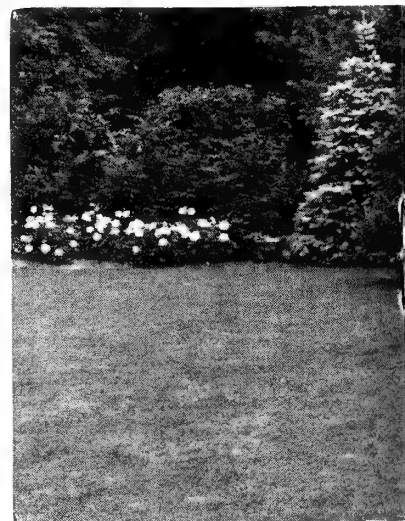
9 Plants in all, only. \$5.90

For Mass Planting

5 or More of a Variety

To set off and add a carpet of color to home-grounds, estates, parks and drives, Floribundas have been a happy inspiration already widely adopted. Special quantity prices, 25 or more of a kind.

Any 51. Floribunda—75c each
Any 85c Floribunda—62 3/5c each
Any 75c Floribunda—55c each



Floribundas

Always in Bloom!

RECOGNIZED round the world as one of the greatest achievements for the "Roses of Tomorrow," these Floribunda sensations present the qualifications for Rose success under even the most trying conditions. Added to extreme hardiness, they have unexcelled persistence of bloom; several varieties, like World's Fair, have Hybrid-Tea-size flowers in huge clusters from June till frost.

Plant Floribunda Roses in groups of 3, 12, up to 100 or more in beds, borders, or in groups among shrubs, perennials, and evergreens. Their masses of color continuously through the summer make a striking and permanent display. The flowers make excellent, long-lasting bouquets. Many use them in place of annual foliage plants or flowers.

ENSEMBLES

Specially Priced

RED DOZEN #61

For all whose favorite flowers are red, three each of **World's Fair**, **A. Grille**, and (see next pages) **Donald Prior** and **Holstein**. A winning group with the men, and just as popular with the women—everybody loves a Red Rose.

12 Plants in all, only

PINK DOZEN #62

Every woman loves the daintiness and charm of the delightful pinks. The popular **Betty Prior** (p. 26), with **Rochester**, **Smiles** and **Joyous**, three of each,

12 Plants in all, only **\$8.50**

Here is a lovely vista of lawn and shrubbery admirably complemented with charming Floribunda Roses for lively color from June to frost. In the distance is **Smiles**, while **Betty Prior** casts her pink radiance nearer by, and in the right foreground is the sparkling **Summer Snow**.



A. Grille



A. GRILLE

(Plant Patent applied for)

Here are some of the charming buds of the new J. & P. Floribunda for 1941. The very large, brilliant scarlet-crimson flowers are attractively shown with the other new Roses on p. 8, where it is described in detail.

\$1. each; 3 for \$2.50; 12 for \$10; 25 for \$18.75

JOYOUS (Plant Patent No. 381)

The color remains clear and unmottled throughout the life of the flower, a virtue particularly appreciated over some of the older kinds in this color range. It changes from rose-red glory to deep, impressive pink as the charming buds open into delightfully informal blooms.

Unusual... for cutting, and miniature arrangements.

Strong.... free blooming, medium height.

Foliage... deep red as plants approach blooming.

Honor.... Silver Medal Award at Elizabeth Park, Hartford, 1939.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65



© J. & P. CO.

Smiles

SMILES (Plant Patent No. 331)

The soft, pink masses of dainty 3-in. cupped flowers are universally admired by Rose enthusiasts. You'll love this bright, cheery flower, created in the J. & P. Gardens by the genius of the late Dr. J. H. Nicolas.

Color..... a splendid salmon-pink.

Blooms..... semi-double, diameter 3 in.

Characteristics. medium-tall, spreading plants; handsome foliage; long-lasting blooms.

Continuity... from early spring till frost.

Fragrant.... daintily perfumed.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

© J. & P. CO.

Joyous



THE GLORIOUS *Floribundas* FOR

The popularizing of this new race of Roses in America can be credited largely to the eminent Dr. J. H. Nicolas and his associates in the Department of Plant Research of Jackson & Perkins Co., located in the rigorous climate of northern New York State where hardiness is essential.

BETTY PRIOR

(Plant Patent No. 340)

With a popularity second only to World's Fair, Betty Prior is held in high esteem by Rose enthusiasts. No wonder! Here is a Floribunda so charming, so adaptable, so prolific and so hardy that it serves as little else can. An appreciation of its usefulness for mass planting is given by the garden scene in natural color on the back cover of this book. Distinctive in appearance as well as in color. Permanent, and highly desirable for planting in borders or hedges, as well as *en masse*. This variety has continually "stolen the show" from coast to coast.

Form.... resembles the delicate red dog-wood blossom in shape and size.

Color.... opens lively red, turns to delicate shell-pink.

Prolific... blooms in large clusters in spring — and continuously throughout the season.

Plants.... 3 to 3½ ft., abundantly branched.

85c each; 3 for \$2.15; 12 for \$8.50;
25 for \$15.65

SEMI-SHADE LOVING

The Aachens

With the Aachens you may have Roses in spots you did not believe Roses would bloom—they actually grow best in semi-shade! Often reaches 30 in.; lower growth in sun about 18 in.

GRUSS AN AACHEN

Strikingly beautiful—soft orange-pink in bud, changing to charming salmon-pink and white as flower opens.

PINK GRUSS AN AACHEN

Deep salmon-rose. Same lavish, free-blooming habits as Gruss an Aachen, with somewhat fuller flowers.

WHITE AACHEN

Free-blooming, delightful. Uniform growth—about 15 in.—a bed of White Aachen is a charming garden.

Any of the above: 75c each; 3 of a variety \$1.90;
12 of a variety \$7.50; 25 of a variety \$13.75

FLORIBUNDA ENSEMBLE

The Aachens

SEMI-SHADE

GROUP #63

A fine collection of lovely Aachen Roses. All three colors, Pink, White and Salmon-Pink, 3 of each.

9 Plants in all . . . \$5.65

The planting in the foreground at right shows how effectively the double Floribundas may be used, even in a formal setting, producing a galaxy of artistic blooms in true Hybrid Tea size and form. This picture also demonstrates how harmoniously the Floribundas associate with Hybrid Tea Roses.

© J. & P. CO.

Donald Prior



DONALD PRIOR

(Plant Patent No. 377)

So sturdy and vigorous it needs neither special care nor favored location to produce ample bloom. Great clusters of graceful flowers that are red, like rare old wine. Dark green foliage. Brings a huge splash of brilliant color to your garden.

Blooms.... 8-petaled, about 3 in. across, on branching plants about 18 in. high.

Continuous . large bursts of bloom very frequently throughout the season—never without flowers.

Plant.... 30 to 36 in. high.

85c each; 3 for \$2.15; 12 for \$8.50;
25 for \$15.65



EVERYBODY'S GARDEN

HOLSTEIN

(Plant Patent No. 395)

The sensational Holstein, with its immense flower-heads, provides a continuous carpet of striking red. It creates a dramatic effect, yet harmonizes well with other colors. Prolific, too—Holstein probably produces more flowers than any other variety. An achievement and a tribute to the eminent Kordes, Europe's greatest hybridizer of the hardier, more resistant, free-blooming Floribunda race. Printer's ink cannot do it justice, but the striking cluster at right will help you visualize its effectiveness in your garden.

Flowers about 4 in. across, with 6 petals of dark, brilliant red accentuated by a cheerful white eye.

Prolific immense clusters, larger than any other variety, forming a continuous mass of color all season. Highly desirable in borders and accent plantings.

Plant 24 to 30 in. tall; strong, upright stems. Vigorous, healthy foliage.

\$1. each; 3 for \$2.50; 12 for \$10.; 25 for \$18.75



Holstein

© J. & P. CO.

CARILLON

(Plant Patent No. 136)

The birds and butterflies have always said that Carillon Roses sing. And it must be true because from its early days this cheery Rose has been a symbol of happiness and rejoicing. Plant it in groups—and you will have a magic carpet in your garden—a carpet of soft flame-coral and lustrous green. One of the most generous bloomers we have ever seen. Grows best in North.

Variety Floribunda *par excellence*, 24 to 30 in. tall.

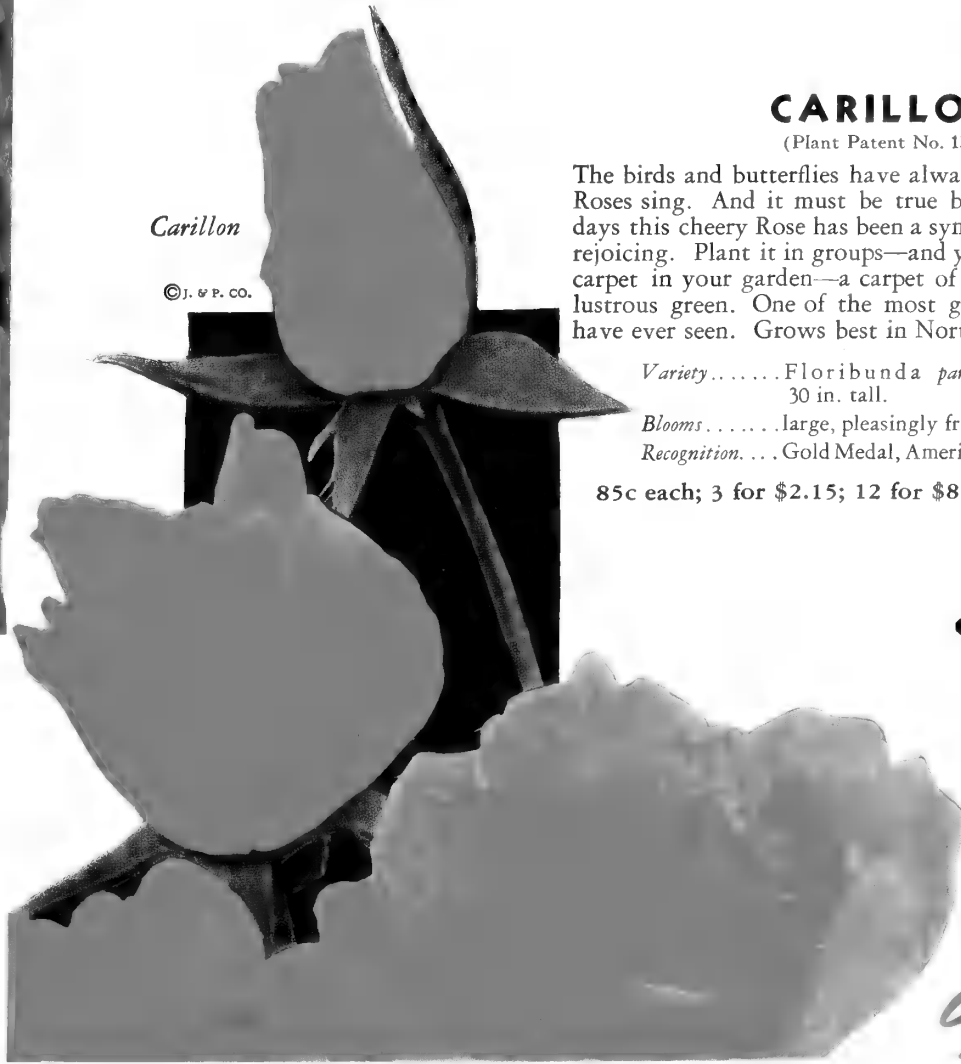
Blooms large, pleasingly fragrant 'till frost.

Recognition . . . Gold Medal, American Rose Society.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

Carillon

© J. & P. CO.



ANNE POULSEN

(Plant Patent No. 182)

First of the Floribundas to bloom, Hybrid-Tea-size flowers. 24-in. stems bear sprays of scarlet. Heavy, healthy foliage. Long season. Hardy.

Bloom . . . 4-in. flowers, 14 petals. Scarlet, overshot crimson.

Scent . . . reminiscent of soft, sweet hill winds.

Award . . . Certificate of Merit National Rose Society and Bagatelle.

75c each; 3 for \$1.90; 12 for \$7.50; 25 for \$13.75

Trailing GROUND-COVER ROSES

Ground-Cover Roses solve difficult garden problems. They are the perfect answer to what will grow well on banks and in semi-shady places, turning otherwise unattractive patches into surroundings of sheer delight.

MAX GRAF

A bushy trailer which also thrives well in semi-shade. An enthralling sight when the single, shining pink flowers bloom in spring. Hardy, vigorous, fine even for covering rocks.

WICHURAIANA

Glossy, shiny foliage and clusters of fragrant, starry white flowers, followed late in the season by bright red berries. This lively Rose roots wherever it touches soil.

Either of above: 65c each; 3 for \$1.50; 12 for \$6.

Miniature Roses

Here are the tiny little Roses that have attracted so much attention in the past few years, the smallest ever seen. They are winning subjects for edgings or as an alpine, and captivating in miniature flower arrangements. A thimble or tiny vial will hold six or more flowers. Free-flowering from May till November; will grow in any soil but prefer full sun. Need covering in cold winters.

OAKINGTON RUBY, A.M., R.H.S.

New for 1941. Startling deep carmine, fully double diminutives, opening to rich ruby-crimson. The flowers never exceed 1½ in. and are generally smaller. The plants are small, well under 12 inches in ordinary or poor soil. Only 300 plants available, in 3-in. pots for transplanting. Award of Merit, Royal Horticultural Society.

\$1. each; 3 for \$2.50

ROSA ROULETTI

Perfect little double rose-pink flowers on plants only 4 to 6 in. tall. This is the little Swiss Rose that was lost for many years, then recently rediscovered for your pleasure.

50c each; 3 for \$1.25

This little Miniature Rose plant has reached its full growth, and the picture is almost one-half life size.



POLYANTHAS

Continually blooming clusters of small flowers, often called Baby Roses or Baby Ramblers. Ideal in beds or along walks. Up to 24 in. tall.

Cameo Subtle shell-pink and salmon with golden glow. A true Cameo.

Cecile Brunner Charming light pink shading into yellow at base. The old "Sweetheart Rose."

Chatillon Huge clusters of semi-double flowers. Bright pink with suggestion of orange. Finest for outdoor display.

Gloire du Midi Plant Patent No. 270. Brilliant orange-scarlet. One spray makes a bouquet. Never fades. Sturdy. 12 to 24 in. tall.

Lafayette Bright cherry red, semi-double, 2 in. across, cup-shaped. Large clusters, glossy foliage. 18 in. tall.

Mrs. R. M. Finch Very large (2 in.) bright rose-pink flowers in constant clusters; shiny green foliage. 24 to 30 in.

Triomphe Orleansais Luscious, full, cherry-red blossoms.

Any of the above: 75c each; 3 for \$1.90; 12 for \$7.50; 25 for \$13.75

.. World's Largest Rose Growers

J. & P. MODERN

*Form a Frame of Beauty
for Your Garden!*

JUNE MORN

(Plant Patent No. 375)

A spectacular, sturdy Climbing Rose, originated by Dr. J. H. Nicolas, which should have an important place in all gardens far and wide. June Morn's large 5-in. double flowers are a bright watermelon-pink touched with gold on the outside. Blooms in great profusion in many-flowered clusters in early summer and again throughout the season. Heavy, deep green foliage. It highlights gray or colorless places, creating a delightful atmosphere. Hardy. Height, 8 ft. For northern areas here is a Pillar Rose with Hybrid-Tea-size flowers and for southern areas a real hardy addition to the list of Climbers.

History. A seedling imbued with the grace and charm of Mme. Gregoire Staechelin, and the sturdy vigor and free-flowering qualities of the Climbing Souv. de Claudius Pernet.

Color. Luscious watermelon-pink inside; outside touched with gold.

Blooms. heavily in early summer with a good display in the fall.

Foliage. heavy, deep green; a rich background. Disease-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.

GOLDEN CLIMBER

(Plant Patent No. 28)

Many features give Golden Climber its deserved popularity. The interesting shape of the flowers is unusual. Its coloring is superb—handsome, yellow, Tea-like blooms, flecked with orange-scarlet. Long stems add grace. Glossy leaves. Definitely hardy; needs to become established before blooming heavily.

Buds. . . . long, gracefully shaped, golden yellow.

Stems. . . . 18 in. or longer, make Roses fine for cutting.

Lasting. . . long blooming period lengthens the season of enjoyment.

\$1. each; 3 for \$2.50; 12 for \$10.

© J. & P. CO.

Golden Climber

Creations of Dr. J. H. Nicolas

GROUP #64

Dr. Nicolas was so universally beloved by all who love Roses, we are sure you will take special pleasure in the sentiment of planting his two greatest masterpieces in Climbing Roses, as well as in the enjoyment of these magnificent blooms. So, at a special price: Dr. J. H. Nicolas, and June Morn, two of each:

4 Plants, 2 of each (value \$6.00) only . . . **\$5.**

Dr. J. H. Nicolas

© J. & P. CO.

New!

DR. J. H. NICOLAS

(Patent Applied For)

Here is just a glimpse of the achievement of a lifetime, more fully illustrated and described on page 5, where it is announced as the most sensational advent of 1941 in Rosedom. Everblooming Pillar or Climbing Rose with immense, double blooms.

\$1.50 each; 3 for \$3.75; 12 for \$15.

*The new Climbing Rose
F. Ferrer, is illustrated and
described on page 9*

Climbing Roses

Any garden is more colorful, more attractive and more complete with the addition of Climbing Roses—especially the newer Jackson & Perkins Modern Everblooming Climbing Roses which produce large, double blooms like Hybrid Teas. The great clusters of gorgeous flowers, framed by luxurious foliage, are a most desirable ornament wherever placed, and they provide ideal screening for unsightly corners, fences, garages, etc. Here is the solution, too, for those who wish to enjoy the beauty and fragrance of Roses where space is limited. Thousands of glorious blooms can be produced in even a small city lot!

Modern Climbing Roses are easily protected through winter, even where the temperature drops well below zero. Simply lay the canes on the ground, then cover them with earth, straw or old burlap bags to keep the ground frozen and the sun and wind off the canes. Climbers bloom on old wood. Protected during the winter and given an ordinary degree of cultivation, they will repay you many times over for the small amount of effort required to grow them.

© J. & P. CO.

*The Everblooming "Blaze"
is the Most Popular Climbing
Rose in America.*

BLAZE (Plant Patent No. 10)

A blazing scarlet that has steadily made its way in public favor until it is probably more widely used today than any other Climber. These are the brilliant, attractive, double red Climbing Roses one sees throughout the countryside all over America—but in the everblooming or repeating form, definitely fixed by use of only bloom wood in successive propagations. You knew the older June-blooming variety as Paul's Scarlet.

Blooms... large, vivid, well-shaped, double, more glorious than the picture above; hold their color well.

Use..... train over an arch or pergola—use to cover a fence or garage—grow on a tall post or pillar—brighten a porch.

Prolific.... Blaze gives a plentiful supply of vivid scarlet flowers over a long first blooming period and then continues to flower intermittently all season.

\$1. each; 3 for \$2.50; 12 for \$10.

PAUL'S SCARLET

Until the advent of Blaze, its everblooming counterpart, this gorgeous variety was the most admired of the red Climbing Roses. Many still want it for the great profusion of large, well-shaped, vivid scarlet-red flowers in large open clusters, during June, completely covering the foliage.

75c each; 3 for \$1.90; 12 for \$7.50

SUMMER SNOW Climbing (Plant Patent No. 400)

Here is the marvelous white Climbing Rose that wins instant admiration wherever used—we cannot praise it too highly! For a never-to-be-forgotten sight, plant it with Blaze. Myriads of pure white, loosely double, 2-in. flowers, set off with large golden stamens, in large clusters. Few thorns. Fairest, best White Climber.

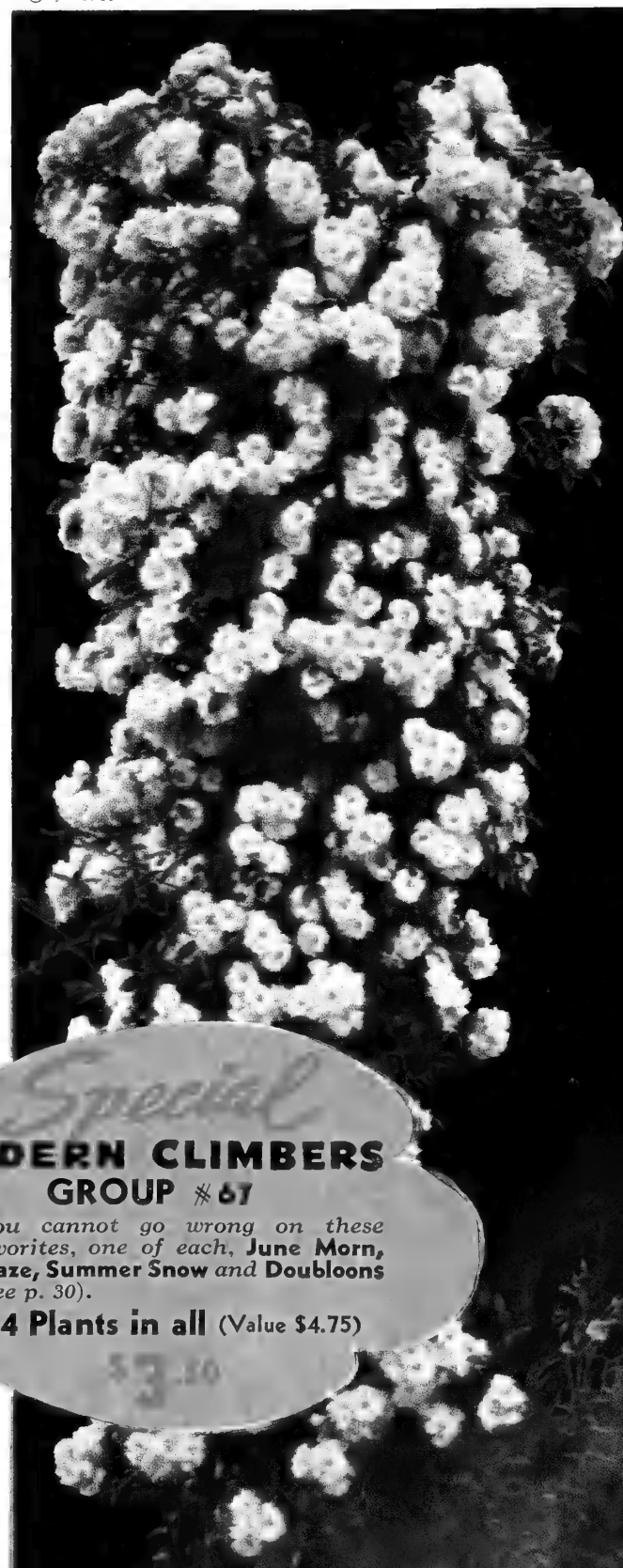
Blooms.... so profuse in June they seem like mountains of snow; intermittent all summer.

Type..... free-branching—spreads to cover a large surface. Superb pillar Rose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Summer Snow

© J. & P. CO.



Special MODERN CLIMBERS GROUP #87

You cannot go wrong on these favorites, one of each, June Morn, Blaze, Summer Snow and Doubloons (see p. 30).

4 Plants in all (Value \$4.75)

\$3.50

Highlight Your Garden with J. & P. MODERN Climbing Roses

DOUBLOONS

(Plant Patent No. 152)

Doubloons—the golden treasures of old pirate days, were buried deep on fabled islands far away—hidden—useless—dead. But Doubloons—the golden beauties from nature's treasure chest, planted in a lovely garden—live—climb—bloom, and bring great happiness to everyone. Little wonder that Doubloons is recognized as the best all-purpose yellow Climbing Rose! Three factors particularly contribute to its popularity. Its flowers are magnificent. It blooms in profusion for a long time, so it can be enjoyed to the utmost. It is hardy and vigorous. Just what Rose-lovers sought for so many years, until Doubloons answered their need.

History . . . a direct descendant of our American wild Prairie Rose, with its heritage of hardiness; very valuable in a Climber.

Blooms . . . large, golden flowers, fairly double, in delightful clusters, literally covering the plant for a long period. Beautiful foliage of dark, velvety green.

Growth . . . vigorous, healthy, with long, heavy canes. Grows 12 ft. in a season.

Fragrance . . . spicy, clean.

\$1. each; 3 for \$2.50;
12 for \$10.

© J. & P. CO.

New Dawn



NEW DAWN

(Plant Patent No. 1)

The everblooming strain of the most popular pink climbing Rose in America, noted for the lovely large Hybrid-Tea size and form, and glossy foliage.

Blooms . . . almost continuously from early June till frost. Masses of soft pink, delightfully fragrant flowers.

\$1.50 each; 3 for \$3.75; 12 for \$15.

DR. W. VAN FLEET

Forebear of exquisite New Dawn illustrated above, for profuse bloom in June. Large, pale pink flowers, on long stems. Vigorous.

75c each; 3 for \$1.90; 12 for \$7.50.

FLASH

(Plant Patent No. 396)

Spectacular as a Fourth of July celebration! Foliage is dark green, heavy and rough. Not a rampant Climber, but good for an 8-ft. pillar with ordinary attention. Blooms from late May through June.

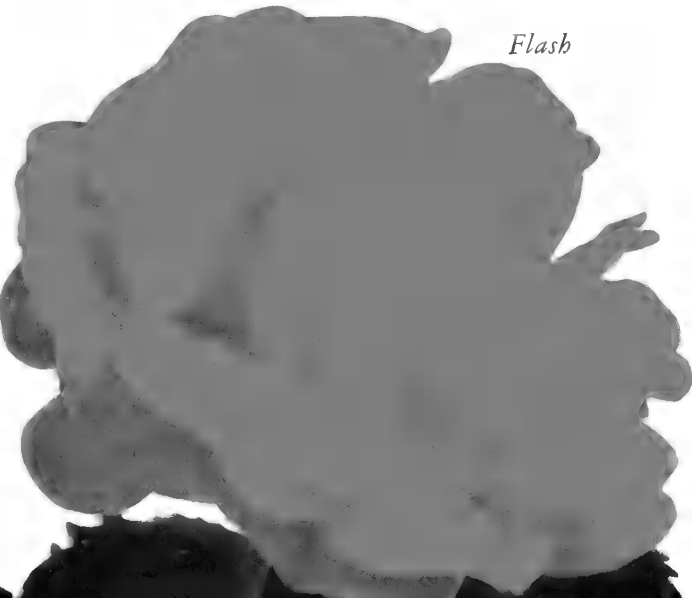
Color . . . lovely yellow buds with scarlet suffusion opening into gleaming orange-scarlet.

Fragrance . . . rich and fruity.

Honored . . . winner of first award for Climbing Roses, 1940 All-America Rose Selections. Gold Medal, Rome, 1939.

\$1. each; 3 for \$2.50; 12 for \$10.

Flash



Page 30

JACKSON & PERKINS CO.

© J. & P. CO.

Doubloons

Other Popular CLIMBING ROSES

ALLEN'S FRAGRANT PILLAR

Everblooming. Large, full, fragrant, satiny pink flowers. Hardy—does not mildew.

CLIMBING AMERICAN BEAUTY

Large buds and flowers of American Beauty crimson. Blooms very early and profusely—sweet scented.

CLIMBING MRS. SAM MCGREDY

Beautiful scarlet-copper-orange, heavily flushed with Lincoln red (picture on p. 23). Fragrant, profuse, continuous. Needs protection in northern latitude.

CLIMBING TALISMAN

Climbing sport of the famous Talisman Rose. Everblooming! Protect in northern climate.

Any of above Climbing Roses: \$1. each; 3 of any 1 variety, \$2.50; 12 of any 1 variety for \$10.

CLIMBING WORLD'S FAIR (Propagation Rights Reserved)

All the beauty and grace of the exquisite World's Fair Floribunda blooms (picture on p. 24) in a hardy Everblooming Climbing Rose. Plants scarce—limit 3 to a customer. \$1.50 each; 3 for \$3.75.

JACOTTE

Large, semi-double, coppery yellow tinted red. Blooms profusely. Needs protection.

MERCEDES GALLART

Large, long-lasting double blooms, intensely fragrant, of rich purple-pink, yellow at base. Long, strong stems. Vigorous. Everblooming. Large, dark green foliage.

MME. GREGOIRE STAECHELIN

(Spanish Beauty)

Crimson buds; large, perfumed, delicate pink flowers, almost hiding plant. Hardy, vigorous—fine for cutting.

PRINCESS VAN ORANGE (Plant Patent No. 106)

Exotic, brilliant oriental orange and royal scarlet—a new color in hardy Climbers of the Rambler type—grows to great heights. Older plants bloom late as Sept. and Oct.

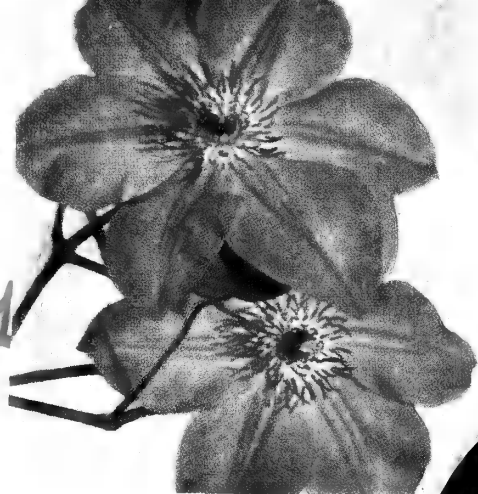
Clematis

New and Striking
Forms and Colors
and Other

FLOWERING AND ORNAMENTAL

Vines

HARDY



Lawsoniana

Dainty blue, flushed with mauve. Delightful, large, overlapping petals. Long season, June to September. Strong, rich growth. Striking. \$1.25 each.



Comtesse de Bouchard

Delightful tones from satiny rose to rich pink. Strong grower; profuse bloomer. July to September. 8-10 ft. \$1.25 each.



Duchess of Edinburgh

Double; pure white; gardenia-like. Beautiful always, especially in evening and moonlight. Blooms on year-old wood. Exotic. \$1. each.

Jackmani

You often see these stunning, large, velvety violet-purple flowers that have made the Clematis so popular in America, and richly deserved. Blooms in profusion all summer and early fall. 10 ft. \$1. each.



Jackmani Rubra

A scintillating bright red offspring of the purple Jackmani, with all its fine qualities. Vigorous; free-flowering; long season. \$1.50 each.



Lord Neville

Rich, exquisite, like plum-colored velvet (see below), a note of luxury. Of average height; long blooming season. Unique in outline.

\$1.25 each.

SPECIAL COLOR SELECTIONS SPECIALLY PRICED

Clematis in Pastel Tones

GROUP One each of Lawsoniana, Comtesse de Bouchard, Duchess of Edinburgh. \$100 3 plants (value \$3.50)

Clematis in Accent Hues

GROUP One each of Jackmani Rubra, the old purple Jackmani and Lord Neville. \$101 3 plants (value \$3.75)

ALL SIX CLEMATIS ON THIS PAGE

GROUP 6 Plants, 1 of each \$5.95 \$102 (value \$7.25) for only

SILVER LACE VINE (Polygonum)

Auberti. Strong, vigorous, growing to 25 ft. Thrives in any fair soil. Covered with a great foamy spray of white all summer and fall. Strong field-grown plants. 60c each; 3 for \$1.50.



BOSTON IVY . (Ampelopsis)

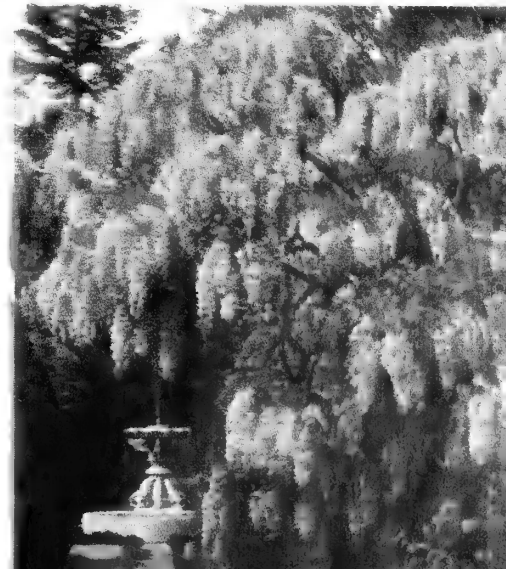
Veitchi. The popular self-clinging hardy vine that grows rapidly to cover the walls of a home or other structure (see picture below), with handsome green foliage that turns to beautiful rosy hues in autumn. Bears clusters of blue-black berries. Strong field-grown plants. 40c each; 3 for \$1.; 12 for \$4.



WISTERIA

Grafted Plants That Bloom

Sinensis. Most exotic, showiest of all flowering vines, a blooming Wisteria is a lifetime investment, the envy of all who see its display and enjoy its fragrance. Long pendulous clusters of delicate violet-blue in early spring. Many Wisterias are grown from seed and often do not bloom for 10 to 15 years. J. & P. Plants, grafted with flowering branches, usually bloom the second or third year after planting. \$1.25 each; 3 for \$3.15.



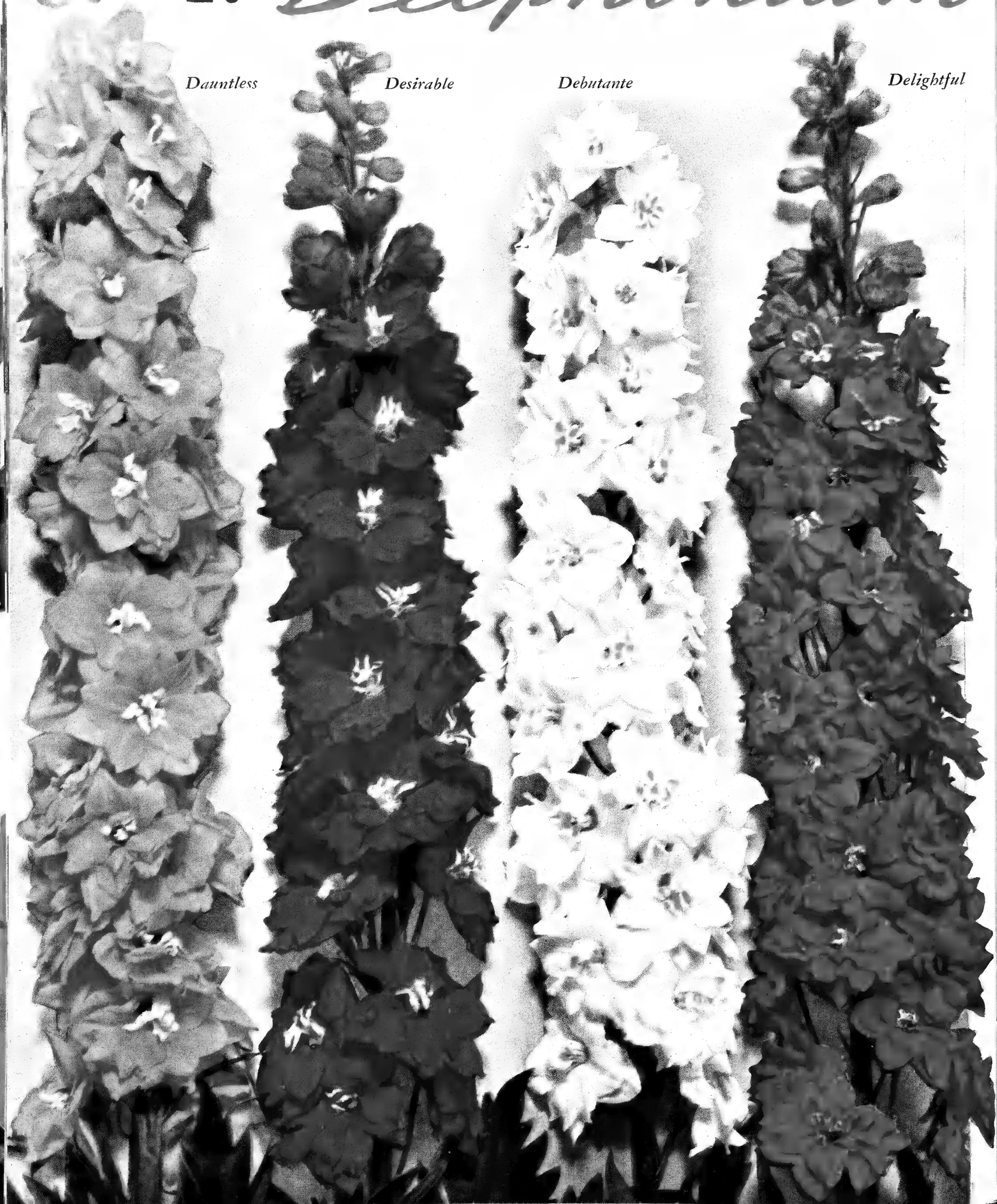
J. & P. *Delphinium*

Dauntless

Desirable

Debutante

Delightful



Giant, Double *Hybrids* In True Separate Colors

100% Double Florets!

A Milestone in Delphinium Achievement

TO PRODUCE for America a new race of Delphiniums, certain to yield superb masses of blooms in true, separate colors and 100 per cent double—for years that was a vision and ambition here at J. & P. Now it has been realized—the result of many years of hybridizing and study in the J. & P. Department of Plant Research. Here are the fruits of this real advance in Delphinium breeding.

These are the remarkable new varieties that have won instant favor everywhere. Giant Hybrids possessing all the most desirable qualities—welcomed for their 100 per cent double florets, true-ness to color and rugged spikes not easily blown down by the wind.

Visitors to our experimental grounds have been surprised and delighted to see the astonishing display of these gorgeous new varieties, and to learn that they were hybridized in the rigid climate of northern New York State. To see over 300,000

plants blooming in our fields is a sight long to be remembered. From this time-tested panorama, the plants have been selected for your garden in 1941.

Now you can control Delphinium color and planting schemes. As the pictures so attractively display, each is a different color and each complements the others; you will want all five. They are truly northern—hardy, disease-resistant, uniform in growth, perennial in habit. The huge spikes have a definite advantage in their "all-out-at-once" habit of florets.

Your Choice of Any of These Superb Plants, 60c each

3 of a variety, \$1.50
10 of a variety, \$4.00

25 of a variety, \$8.75
100 of a variety, \$35.00

The four spikes illustrated in color plate at left:

DAUNTLESS Lavender

Compact spike of lavender flowers. Blooms about two weeks later than Divine. An ideal border type, also an excellent cut-flower variety. The plant grows about 4 ft. tall and has many spikes.

DESIRABLE Deep Violet

Distinctive violet-purple with white eye, which lends a pleasing note. Upright growth; well-balanced, wiry-stemmed spikes, resistant to wind and storms. The color holds. Height, 4½ ft.

DEBUTANTE White

Clear, sparkling white—very effective when used either in a white garden or with other colors, where it gives delightful contrast as picture shows. Lovely by itself, too. Height, 4 ft.

DELIGHTFUL Blue

A heavenly flower, gay and bright. Definitely *all blue*—the deeper shades so hard to get and keep; here is the real blue you have wanted, and it will last! Height, 4 ft.

This Giant Delphinium

Quintet

GROUP #27

A specimen planting of one of each of the magnificent colors shown on these two pages, will give you the greatest thrill you have ever known in Delphiniums. One each of

Dauntless **Debutante** **Divine**
Desirable **Delightful**

5 Plants, 1 of each
(value \$3.) for only

POSTPAID

GROUP #28

Five times as many plants, but ten times as much enjoyment for the most spectacular display in your neighborhood next July, and more in early fall.

25 Plants, 5 of each
(value \$12.50) for only

\$10.

POSTPAID

In picture at right:

DIVINE Rose-Mauve

Rightly named, with flowers of lovely lavender warmed by faint rose cast reminiscent of the "Mauve Decade." In every way a charming garden asset. Very tall plant with wide-based pyramidal spike. Stately in habit, vigorous in growth. Height, 5 to 5½ ft.

For a new 1941 addition to this splendid race of Giant Delphiniums, see Enchantment on next page—order it to add to these five.



Another **DOUBLE DELPHINIUM** *Enchantment*

J. & P. 1941
INTRODUCTION

Enchantment, the newest giant double Delphinium for 1941, from the J. & P. Department of Plant Research, has brought this new class of Hybrids to its highest point of perfection. The realization of an hybridist's dream, it adds its enchanting loveliness to the quintette shown on pp. 32 and 33, first introduced last year—all producing superb masses of blooms in true, separate colors with 100% double florets. This is true Delphinium light blue, with the flowers closely set on all-out-at-once spikes; the side spikes that follow give a long period of bloom. Truly northern, stocky, hardy, disease resistant, uniform in growth. Rugged, wiry, wind-resistant spikes. Blooms in June, again in fall. Height 4 ft. 75c each; 3 for \$1.85; 10 for \$5.50

Enchantment—the spike like its name conjures up summer morn in a dew-dropped fairyland of heavenly blue.

100% Double Florets

Velvet Blue Cave

VELVET BLUE CAVE

Rich purple-blue Delphinium of Belladonna type with gorgeous, mildew-resistant dark green foliage and a free, branching habit. Very free blooming. Height, 4 ft.

3 for \$1.; 10 for \$2.50;
100 for \$20.

At right is a natural color photograph of spikes of a single plant of Pink Sensation taken by the famous Edward Steichen, Delphinium enthusiast and one of the world's leading color photographers.

Colorplate courtesy of House & Garden

Pink Sensation

© J. & P. CO.

Giant Delphinium Sextet

The lovely Enchantment, together with Dauntless, Desirable, Debutante, Delightful and Divine on previous pages.

GROUP #75 6 Plants, 1 of each
(value \$3.75) for only..

GROUP #76 24 Plants, 4 of each
(value \$12.47) for only

THE STARTLING NEW PINK DELPHINIUM THAT HAS WON THE NATION

Pink Sensation

Plant Patent
No. 324

The only true pink perennial Delphinium in existence! At last the color of the wild red Delphinium has been infused into the garden hybrid. The sensational new achievement of the great horticulturist, Dr. Ruys, of Holland, it was introduced last year by Jackson & Perkins. To grow sufficient plants to meet the demand has been a real problem, but we believe we are now prepared to meet your requirements for 1941.

Pink Sensation possesses all the strength, hardiness and prolific growth of its modern contemporaries in the accustomed colors. Outstanding in another way, giving as many as four crops in a season, for a constant show of color in your garden. Reaches height of 3½ ft. with many laterals, continuously throwing out spikes of a lovely, airy pink.

\$1. each; 3 for \$2.50; 12 for \$10.

CLIVEDEN BEAUTY

The Beautiful Delphinium in the Garden. Planting on Back Cover

A wonder-worker in your garden. A fine Delphinium of the Belladonna type, a lovely shade of blue for a bit of heaven among your flowers. Grows to 4 ft.

3 for 85c; 10 for \$2.25; 100 for \$18.



J. & P. Co.

PETUNIA

Novae Belgae Dainty semi-double, glowing petunia-purple, outstanding in the garden and lovely under artificial light; shows golden yellow disc when fully open. Dense, neat, pyramidal bushes. 2½ to 3 ft. Mid-Sept. to frost.

50c each; 3 for \$1.25; 10 for \$3.50

J. & P. 1941 INTRODUCTION

BEECHWOOD RIVAL

Darkest red of all fall Asters—new and different—deep rosy crimson; brilliant golden-yellow eye provides sharp contrast. Many small flowers, completely covering compact bushes. 3 ft. tall. Mid-Sept. to frost.

50c each; 3 for \$1.25; 10 for \$3.50

BLUE GOWN

Novae Belgae In fall, when Nature decks out in her most gorgeous colors, Blue Gown adds a dramatic touch with this breath-taking china-blue. Larger-flowered, taller growing, Climax form. Strong pyramidal branching growth, 4 to 4½ ft. Sept. 15 to frost.

75c each; 3 for \$1.85; 10 for \$5.50

MOUNT EVEREST

The supreme white among all Hardy Asters, set off by lively golden stamens. Clean and neat in appearance; grows in tall, well-shaped, pyramids with abundant lateral growth, flowering right down to ground. Ultimate height, 4 ft. Sept. 15 to frost.

3 for \$1.; 10 for \$2.50

BEECHWOOD CHARM

Novae Belgae The deep rose-red tint of this new Aster has a liveliness that brings charm wherever used. Compact growth, smaller-flowered, massed blooming. Medium height—3 to 3½ ft. Mid-Sept. to frost.

50c each; 3 for \$1.25; 10 for \$3.50

J. & P. 1941 INTRODUCTION

HARDY Asters

ADORABLE

Novae Anglae All that its name implies! A remarkable new Aster with a deep, clear pink very rare in fall flowers, and very interesting buds that resemble small reddish rosettes. The color is deeper than the original Harrington's Pink. Clean foliage. Height 4 to 4½ ft. Blooms Sept. to frost.

50c each; 3 for \$1.25; 10 for \$3.50

J. & P. 1941 INTRODUCTION

© J. & P. Co.

Adorable



From the rampant, rugged, wild Asters of the fields, patient horticultural skill has brought to American gardens these modern beauties, so easy to grow, with immense flowers and brilliant colors for splendid autumn display and pleasing cut-flower arrangements. For best results with tall varieties, limit each clump to one or two good shoots; therefore plant closer.

SUNSET GLOW

The deep rich pink of the afterglow of a fall sunset, this beautiful Aster gives you positive color wherever you need it—a very useful variety. Compact in habit. Grows to 3½ ft. Sept. to frost.

50c each; 3 for \$1.25; 10 for \$3.50



Sunset Glow

BEECHWOOD CHALLENGER

New in 1940, this finer red Aster has made a "hit" for its clear color—deep strawberry red with bright yellow center disc. Grows vigorously to about 4 ft. Blooms brilliantly in Sept.

3 for \$1.; 10 for \$2.50

Beechwood Challenger

FAVORED FIVE

at top of page

Specially priced: Petunia, Beechwood Rival, Blue Gown, Mt. Everest, and Beechwood Charm.

GROUP #47 5 Plants, 1 of each \$2.15 (value \$2.65) only.

GROUP #48 15 Plants, 3 of each \$5.75 (value \$6.60) only..

CHOICEST EIGHT

One each of Petunia, Beechwood Rival, Mt. Everest, Adorable, Sunset Glow, and (on p. 36) Hilda Ballard, Frikarti, Gayborder Blue.

GROUP #94 8 Plants, 1 of each \$3. (value \$3.90) only..

(For a larger quantity, see p. 36)

Page 35



Growers of Modern Perennials

More HARDY ASTERS

STRAWBERRIES AND CREAM

The dainty flowers first appear as a deep pink, softening in tint as blossoms open. Contributes the gentle yet precise color needed to blend in so many gardens. Height, 4 ft.

3 for \$1.; 10 for \$2.50



Strawberries and Cream

FRIKARTI

Light blue-lavender, accentuated with a prominent yellow disc—the long cherished "Wonder of Staefa". A colorful spot in your garden from early August till frost. Perfect for cutting, too. Flowers are 3 in. across; plant is 2½ ft. tall. All plants field grown in our own nurseries.

50c each; 3 for \$1.25; 10 for \$3.50

HARRINGTON'S PINK

Lovely clear salmon-pink form of our Novæ-Angliæ Aster—the result of a lifetime of selection and hybridizing. But it was worth the time and effort—as you will appreciate in your garden! Clean dark green foliage. Plants grow 4½ ft.

3 for \$1.; 10 for \$2.50

Harrington's Pink



HILDA BALLARD

This lovely silvery mauve flower is the largest of all hardy Asters. The outstanding accomplishment of Ballard, greatest living hybridizer of fall Asters, who has doubled the size of the individual flowers and doubled the petalage of the large flowers. 5 ft. Blooms middle of Sept.

50c each; 3 for \$1.25; 10 for \$3.50

Five in Color on This Page

GROUP #93

A special price—one each of *Hilda Ballard, Strawberries and Cream, Frikarti, Harrington's Pink and Gayborder Blue.*

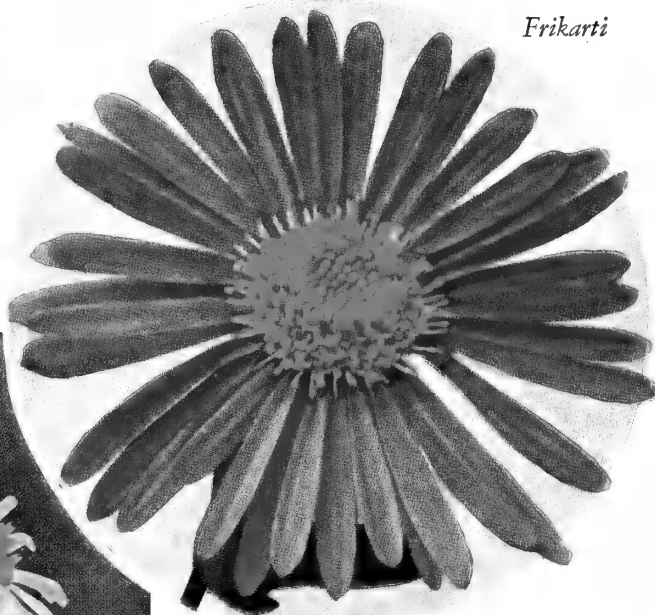
5 Plants (value \$2.30), only **\$1.95**

Choicest Eight

GROUP #95

Three each of *Hilda Ballard, Frikarti, Gayborder Blue and (see p.35) Mt. Everest, Petunia, Beechwood Rival, Adorable and Sunset Glow.*

24 Plants, only **\$8.**
(value \$9.75)



Frikarti

GAYBORDER BLUE

Very decorative, and aptly named. Clear, intense blue with bright yellow eye. The individual flowers are large and add infinitely to the effect of both garden and bouquets. The No. 1 Aster for general usefulness. Open, pleasing habit of growth—plants are tall and impressive, growing to 5 ft. Blooms middle of September.

50c each; 3 for \$1.25; 10 for \$3.50



Hilda Ballard

HARDY DWARF ASTERS

Miniatures that have been very desirable newcomers for any perennial garden. Neat, compact plants almost hidden by the small daisy blooms. Ideal for edgings and rock-gardens.

RONALD

Rose-pink buds; delightful, bright lilac-pink flowers, on feathery plants 18 in. high.

NIOBE

Ball-shaped plants covered with sparkling white; yellow-centered flowers. 15 in. tall.

LILAC TIME

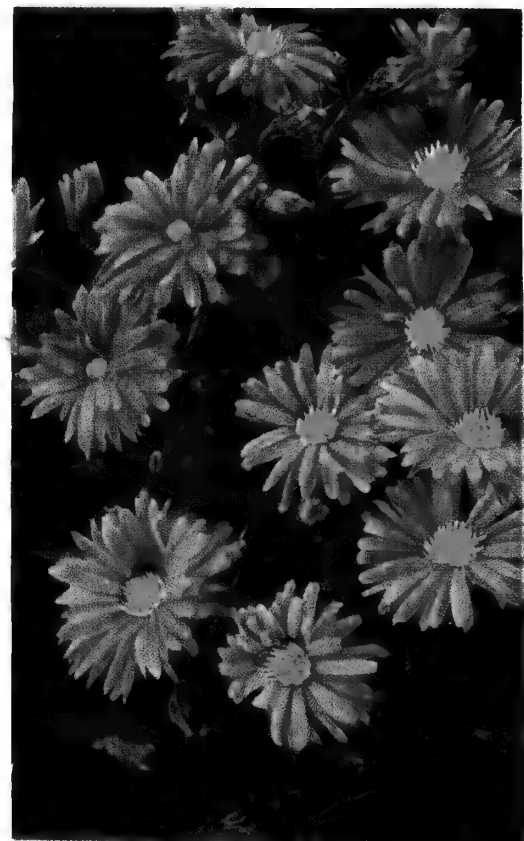
A splendid addition to the two fine introductions above. Compact, rounded bush, with beautiful soft lilac-blue flowers. 24 in.

Each variety above: 3 for 65c; 10 for \$1.75

DWARF ASTER GROUP #39 At a Low Price

Three of each of the above fine varieties for your enjoyment.

9 Plants (value \$2.25) only **\$1.85**



Gayborder Blue

MODERN

Chrysanthemums

In tune with the modern vogue and tremendously increased interest in Garden "Mums" due to the earlier blooming and hardier characteristics of the newer kinds, on these pages are 21 select varieties, for a brilliant garden display and a wealth of glorious bouquets.



Milky Way

MILKY WAY

A new type of special worth. Magnificent creamy white, outstanding among all whites for intensity of milky whiteness when full open. Rich dark-green foliage complements soft lemon tints of half-open flowers. A seedling—the first Nipponicum hybrid, perhaps as significant as the Korean hybrids. Semi-informal flowers with broad, overlapping petals. Branchy sprays of 4 to 6. Unusually hardy. Strong, vigorous plant, 2½-3 ft., blooms late Sept. From 3-in. pots.

50c each; 3 for \$1.40; 10 for \$4.25

Lavender Lady



In addition to our special J. & P. introductions, we are happy to have the privilege of joining the world's greatest hybridizer of Modern Garden Chrysanthemums, Mr. Alex Cumming, of Bristol Nurseries, in making his brilliant new introductions available to gardeners everywhere.

Perhaps Mr. Cumming is known most widely for his sensational Korean hybrids which have added so much to earliness, brilliance and hardiness of Chrysanthemums in the last few years. Some of the best of them are included here and on succeeding pages.

Bristol Masterpieces

All four glorious Mums on this page—**Milky Way, Mrs. Pierre S. du Pont III, Lavender Lady, and Eugene A. Wander.**

GROUP #96 } 4 Plants, 1 of each (value \$2.50) only \$2.
GROUP #97 } 12 Plants, 3 of each (value \$6.65) only . . . \$5.50

Six Favorite Pastel Mums

A delightfully dainty color Group consisting of the above four together with the appealing **Pale Moon** and **Anna Hay** on p. 39.

GROUP #98 } 6 Plants, 1 of each (value \$3.35) only . . \$2.75

EUGENE A. WANDER

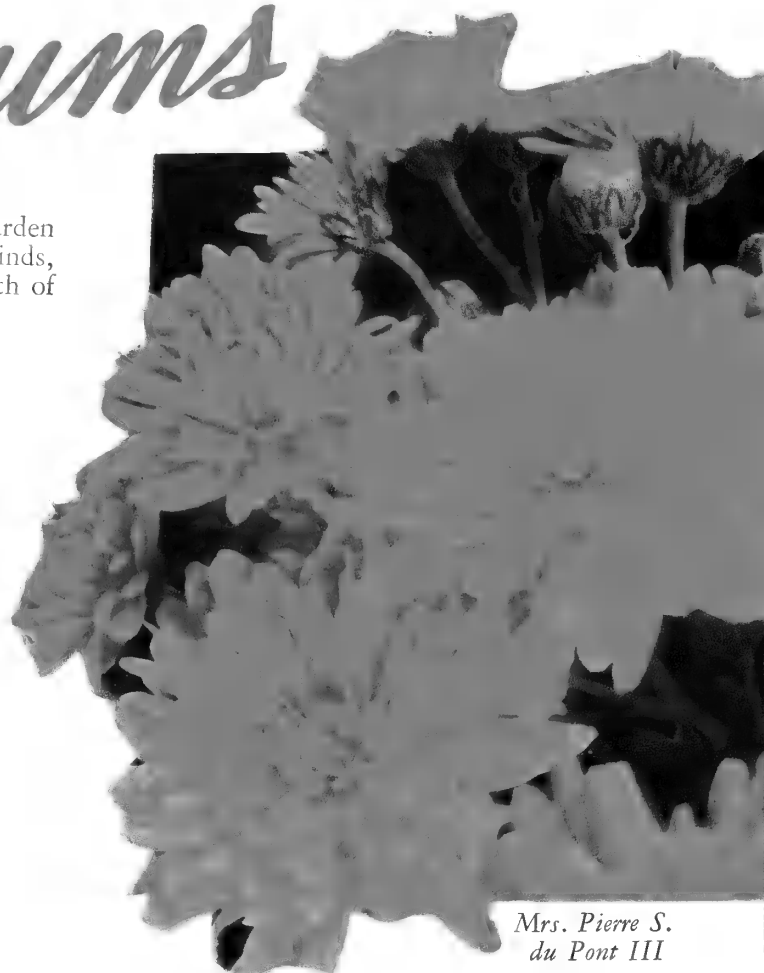
Brilliant 4½- to 5-in. (larger if disbudded), double, glistening golden yellow flowers, so freely borne in branching clusters, the stocky plant is nearly obscured. In bloom Sept. 20. Hardy, easily-grown, requires no pinching. Seldom over 18 in. tall. Fine for pot-culture. Occasionally a plant may assume interesting bronzy-yellow tints. Grown in 3-in. pots, from cuttings.

75c each; 3 for \$2.; 10 for \$6.25

LAVENDER LADY

Rare and lovely coloring marks this beautifully-shaped, lavender-pink Chrysanthemum of stately form and appearance. The flowers are 4 in. across—equally effective in daylight or under electric lights. Blooms end of Sept. 24 in. Unrivaled.

50c each; 3 for \$1.25; 10 for \$3.75



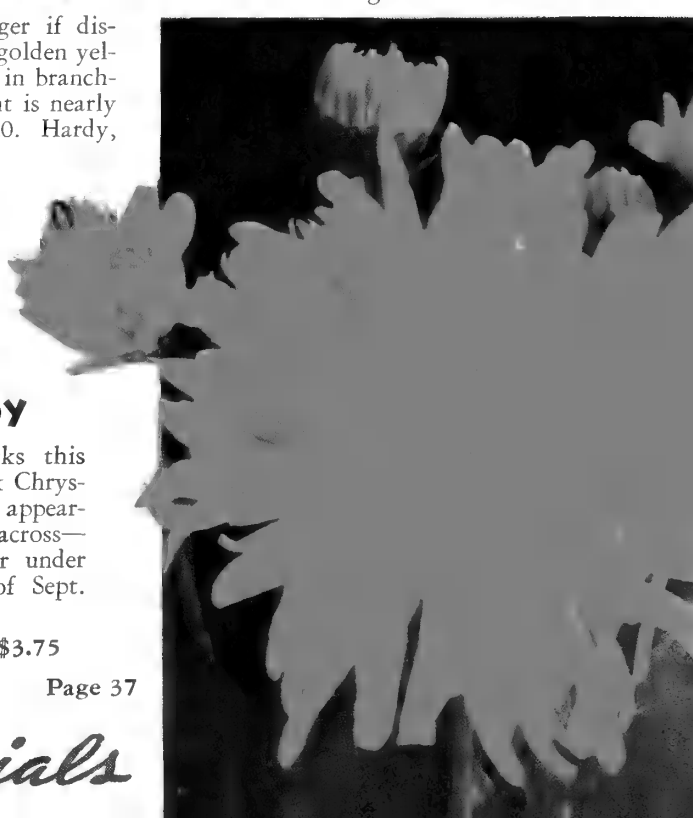
Mrs. Pierre S. du Pont III

MRS. PIERRE S. DU PONT, III

With such lovely iridescence, a word picture is too difficult to attempt; the dominant color is soft peach, tinted with rosy salmon and fawn shades overcast with luminous sheen. Large, full, perfectly-formed flowers, on tall, branching stems. Sturdy 2½-ft. plants. Blooms in early Oct.—a glorious, full display invaluable for cutting. Grown in 3-in. pots, from cuttings.

75c each; 3 for \$2.; 10 for \$6.25

Eugene A. Wander



Growers of Modern Perennials

MODERN *Chrysanthemums*

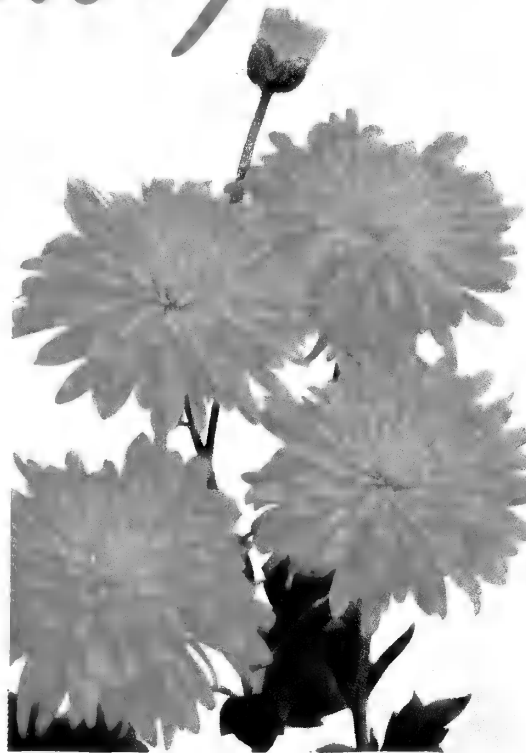
ACACIA

In a glittering shower of small, intensely brilliant, sulphur-yellow blooms that all but smother the 3-ft. bush, this new variety produces myriads of fragrant, 1-in., semi-double, acacia-like blossoms from late Sept. to hard frosts. Ideal in combination with the Fall Asters Adorable and Blue Gown, and others. Marvelous in a bouquet.

3 for \$1.; 10 for \$2.50



Acacia



Pohatcong

POHATCONG

Lovely, double, deep pink flowers, 4 in. across, with rich, dark green foliage. Long blooming period starting in early Sept. Vigorous growth. Prolific for cutting. 24 in. tall. Satisfactory under all conditions.

3 for \$1.; 10 for \$2.50

Rose Glow

ROSE GLOW

Magnificent, bearing lovely old-rose blossoms in unbelievable profusion from Sept. to frost. Unforgettable, planted with Acacia or Golden Cushion. Its superb color fairly beams under electric lights. Height 2½ ft.

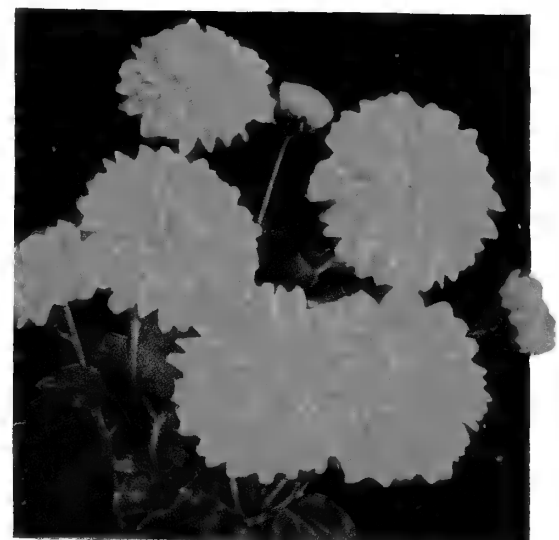
3 for \$1.; 10 for \$2.50



EARLY BRONZE

Very long-lasting, double, bronze, semi-pompon flower that is tops for garden and cut-flower use. Anxious to please, it begins blooming the end of August! Grows 24 in. tall.

3 for 65c; 10 for \$2.



Early Bronze

Algonquin

ALGONQUIN

Radiant, double, yellow, 3-in. flowers borne freely from early Sept. on. Fine, clean foliage. Grows to 30 in. in height. The best of our double early varieties—a delight in garden or vase.

3 for \$1.; 10 for \$2.50

WHITE GULL

Early hardy whites have been difficult to obtain in Chrysanthemums, but White Gull has all the desirable qualities—semi-double, clear white—particularly fine for garden ornamentation or cutting. Grows to 18 in.

3 for \$1.; 12 for \$2.50

AUTUMN LIGHTS

The embodiment of autumn, this distinctive new Chrysanthemum is coppery-bronze with a live, gleaming orange overcast. 2-in. flowers, profuse from late Sept. on. Sturdy, compact, branchy plants. Healthy, dark green foliage. Height 2 ft.

50c each; 3 for \$1.25;
10 for \$3.75

Autumn Lights

Six Sunset Shades

You will enjoy the gorgeous hues in these radiant mums:

GROUP #49

| | | |
|---------------|-----------|-----------|
| Algonquin | Burgundy | Pohatcong |
| Autumn Lights | Manantico | Rose Glow |

6 Plants, 1 of each

(value \$2.50), for only **\$2.**

12 J. & P. Leaders

The Six Sunset Shades above, together with the Six Favorite Pastel Mums in Group No. 98, p. 37.

GROUP #99

12 Plants, 1 of each

(value \$5.85) only **\$4.75**

for GARDEN and CUTTING



Manantico

MANANTICO

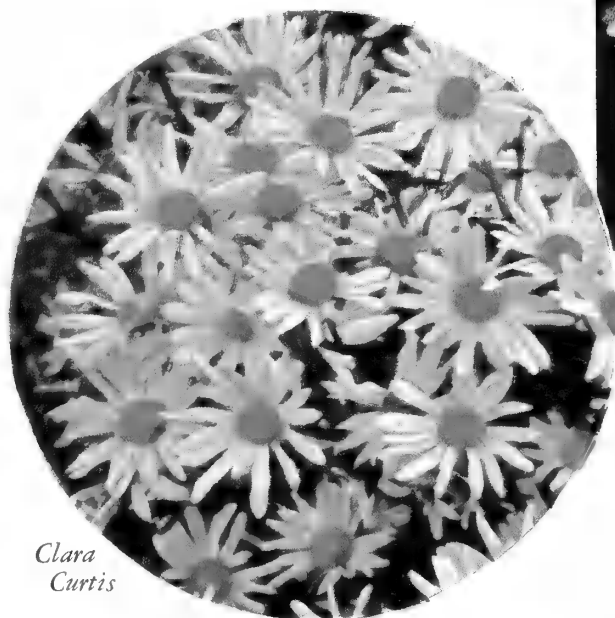
Early, red, semi-double—unusually bright and effective. Blooms from early Sept. to frost, giving cheer to fall days. Very decorative both in the house and in the garden.

3 for \$1.; 10 for \$2.50

PALE MOON

Achieves decided distinction by its color—soft, fluffy sulphur-yellow that blends delightfully with other hues, providing a pleasing new note. Large flowers, 3 to 3½ in., blooming freely from end of Sept. until frost, its color losing none of its interest; frost-resistant. Grows 2 ft.

3 for \$1.; 10 for \$2.50



Clara Curtis



Pale Moon

CLARA CURTIS

Rubellum Charming, fragrant, hardy Chrysanthemum with lovely masses of rosy pink 3-in. single flowers, starting in early August. Blooms on through frost until severe weather. Long-lasting cut-flowers. Well-rounded bush, 20 in. tall, excellent for mass planting. 3 for \$1.; 10 for \$2.50



Anna Hay

© J. & P. CO.

ANNA HAY

Rubellum New, softer pink version of Chrysanthemum Clara Curtis; has the same mound-like growth and freedom of bloom, flowering about a week later. Has a lovely, sweet fragrance. The foliage is finely cut and quite attractive. Grows about 2 ft. high.

50c each; 3 for \$1.25; 10 for \$3.75

Sure-Blooming Mums

All Season

EARLY SEASON FOUR

Algonquin, Clara Curtis, Manantico, Pohatcong

GROUP #7 4 Plants, 1 of each (value \$1.60) only . . . \$1.25

EARLY MIDSEASON FOUR

Acacia, Autumn Lights, Pale Moon, Rose Glow

GROUP #8 4 Plants, 1 of each (value \$1.70) only . . . \$1.35

LATE MIDSEASON FOUR

Burgundy, Lavender Lady, Milky Way, Mrs. Pierre S. du Pont, III

GROUP #9 4 Plants, 1 of each (value \$2.15) only . . . \$1.75

ALL-SEASON DOZEN

For an outstanding Chrysanthemum Garden, plant all three of the above in this Dozen Group, at a special price:

GROUP #71 12 Plants, 1 of each (value \$5.45) for only . . . \$4.



Burgundy

BURGUNDY

Burgundy red, in a new double Hybrid Korean. Magnificent form, texture; strong growing. 3- to 4-in. blooms in early Oct. Height 2½ ft.

3 for \$1.; 10 for \$2.50

© J. & P. CO.

Golden Cushion

PYGMY GOLD

A golden yellow carpet, one of our favorites. Blooms from August to frost. Small, double pompon flowers in successive masses. 18 in. tall; shoots amply long for cutting.

3 for 75c; 10 for \$2.

CUSHION MUMS

Striking in their effect! Compact plants, rounded like cushions, bear hundreds, yes thousands of double flowers starting the end of August. Lovely along driveways, borders.

Golden Cushion Orange-yellow; chestnut buds. 18 in.

Bronze Cush Bronze to buff-yellow. 15 in.

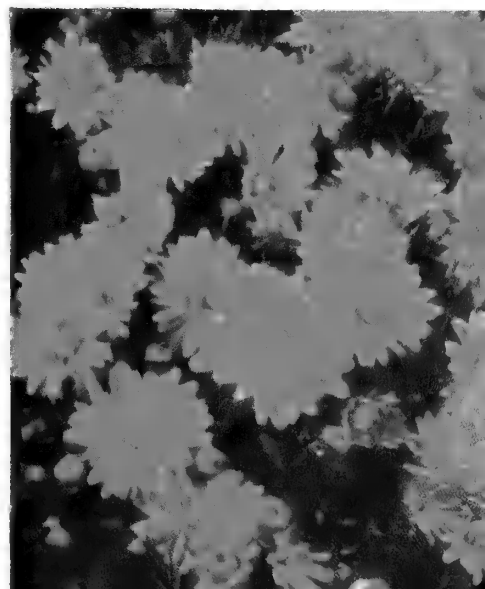
Pink Cushion Vivid, glowing pink. 20 in.

White Cushion Light pink buds; clear white. 20 in.

Each of above: 3 for 75c; 10 for \$2.

GROUP #103 4 Plants, 1 of each of above (value \$1.20) only . . . \$1.

GROUP #104 12 Plants, 1 of each (value \$3) only . . . \$2.25



The
Lovely
Chiffon

Snowbank

Zinnia-
Fl.

CHIFFON

Always in bloom, the exquisitely fluted and lacy petals of Chiffon make this one of the outstanding attractions at our Show Gardens in Newark, as well as in the gardens of our customers. Semi-double, effectively set off by the yellow center. Plants about 12 in.; top height, 18 in.

50c each; 3 for \$1.25; 10 for \$3.50

SNOWBANK

An important newcomer in the single-flowered Shastas—one of the most outstanding. 4-in. flowers with stiff, snow-white petals and small, clean yellow centers. Blooms long and profusely in early summer; again in August. Excellent for bedding and cutting.

40c each; 3 for \$1.; 10 for \$2.50

NOBILIS

Fine semi-double, true Shasta with 3 rows of petals around clear yellow disc. Blooms all summer, if spent flowers are cut. Tall, upright-growing, 30 in. Two weeks later than Snowbank; prolongs season more than a month. Use generously for bouquets and arrangements.

50c each; 3 for \$1.25; 10 for \$3.50

Nobilis

Favorite



J. & P. 1941
INTRODUCTION

FAVORITE

Extra-large flowers and grace of form contribute to the popularity that has made this Shasta Daisy a real favorite. The 5-in. flowers, with overlapping, stiff, pure-white petals, are produced in great profusion in June and July, with constant flowers throughout the season. Height, 2½-3 ft. Long-lasting.

50c each; 3 for \$1.25; 10 for \$3.50

SHASTA WHITE GARDENS

SIX Favorites on This Page

GROUP #42 6 Plants, 1 of each \$2.50
(value \$3.15), only. . .

The Tall Whites
For borders and cutting:
Favorite, Snowbank, No-
bilis and Zinnia-Flowered.

Dwarf Double Shastas
Lovely, all-purpose flowers
excellent in the garden
and for cutting: Chiffon
and Esther Reed.

GROUP #43

12 Plants, 3 of each
(value \$4.75), only. . .

GROUP #44

12 Plants, 4 of each \$5.
(value \$6.20), only. . .



ZINNIA-FLOWERED

J. & P. 1941
INTRODUCTION

Attractive, prim, zinnia-like 4-4½-in. Shastas make an interesting plot in any garden. Many rows of pure white, broad, blunt, overlapping petals, hiding center at early stages, later folding back to display bright golden yellow. Prolific in early June; repeats later. Best semi-double.

50c each; 3 for \$1.25; 10 for \$3.50

ESTHER REED

The well-known and unexcelled double Shasta Daisy with large, chrysanthemum-like, pure white flowers; strong stems. Perpetually in bloom. Remarkably hardy, surviving even in northern New York.

75c each; 3 for \$1.85; 10 for \$5.50



Esther Reed

ADDITIONAL MODERN

Perennials

Both in quantity and quality, we take great pride in the J. & P. Novelty Introductions from year to year. Our aim is to present the nation's finest, for the nation's gardens.

Catananche

© J. & P. CO.

ANEMONE, September Charm

A lively hybrid of *Anemone hupehensis*—low-growing, light pink, early, free-flowering. Vigorous, hardy—grows 15–18 in. Best in partial shade.

3 for \$1.; 10 for \$2.50

ANEMONE Hupehensis Superba

J. & P. 1941
INTRODUCTION

A Japonica and *Hupehensis* cross, with Japonica size and free-blooming of *Hupehensis*. Petals reddish-pink on outside; deep rose-pink inside. Blooms freely, mid-September to frost. 2–2½ ft. high.

50c each; 3 for \$1.25;
10 for \$3.50

COREOPSIS Golden Giant

Exquisitely fragrant, big, true golden yellow flowers—largest of all *Coreopsis*—often 4 in. in diameter. Perfectly formed.

3 for 75c; 10 for \$2.

CATANANCHE Coerulea Major

J. & P. 1941
INTRODUCTION

Giant Blue Cupid's Dart Bright, deep violet-blue, 2-in. flowers like double Cornflower or Bachelor's Button; on silvery, slender, branching stems; silvery buds and seed hips. Slender, tufted, silvery foliage. Live and lovely for front of border. Height, 20 in. Profuse from July till frost. Award of Merit, Royal Horticultural Society.

50c each; 3 for \$1.25; 10 for \$3.50

GEUMS, Large, Colorful, Long-Lasting

Every garden needs this new race of very hardy Geums. The foliage is lustrous green all summer. Easy to grow. Invaluable for rockeries, borders, beds.

Dolly North

J. & P. 1941
INTRODUCTION

GEUM, Red Wings

A new and brighter J. & P. Geum—vivid strawberry-red with yellow anthers. Semi-double, 2-in. flowers 24 in. high, in great profusion May and June; intermittent all summer. The foliage, 6 to 8 in. high, is a real decoration all season.

50c each; 3 for \$1.25;
10 for \$3.50

© J. & P. CO.

Red Wings

GEUM, Dolly North

J. & P. 1941
INTRODUCTION

Lovely light orange form of the old favorite, Princess Juliana, 1½-in. diam., more profuse end of May and June; periodically all summer. 18-in. spikes; rich foliage, green all season.

50c each; 3 for \$1.25;
10 for \$3.50

Page 41

AQUILEGIA

Columbine

Longissima Hybrids
Wide range of colors, a real boon to those who have longed for more than yellow in this superb type. Same dainty 3-to 4-in. spurs.

3 for \$1.; 10 for \$2.50

DIANTHUS

Rock Raven Red

Interesting new Dianthus with broader, Princess Beatrix foliage. Fragrant, very double, rich, pleasing crimson-red. Blooms abundantly from June through summer. 8 to 10 in. tall.

3 for \$1.; 10 for \$2.50

Rock Raven Red

© J. & P. CO.

Special Offers

1941 Introductions for a Lovely Border

One each of *Dianthus*, Rock Raven Red; *Geums*, Dolly North and Red Wings; *Heuchera*, Pink Delight, Shasta Daisies, Favorite and Zinnia-Flowered; and *Stokesia*, Lavender Queen.

GROUP #45 7 Plants, 1 of each (value \$3.40) only... ~~\$2.65~~

For Edging and Rock Garden

One each of *Anemone*, September Charm; *Catananche*; *Dianthus*, Rock Raven Red; *Gypsophila*, Rosy Veil; *Heuchera*, Queen of Hearts; *Shasta*, Esther Reed; *Trollius*, Golden Queen, and *Veronica Incana* Rosea.

GROUP #46

■ Plants, 1 of each (value \$3.95), only... ~~\$3.25~~

GEUM, Fire Opal

One of the best of the newer Geums. Dazzling scarlet-bronze, 2-in. flowers, unexcelled in late spring. Very free blooming repeating all summer. Plant 24 in. tall; 8-in. tufted foliage.

3 for \$1.; 10 for \$2.50

Growers of Modern Perennials

MODERN

J. & P. 1941
INTRODUCTION

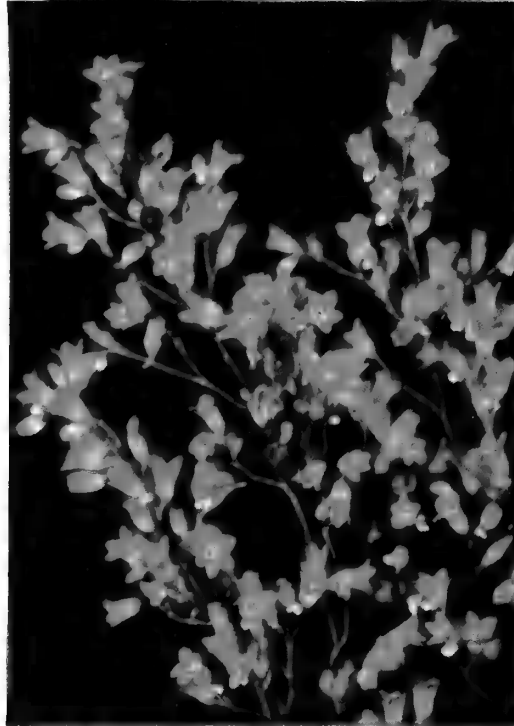
HEUCHERA—Pink Delight

Charming new Heuchera which produces 24-in. sprays each carrying dozens of dainty old rose flowers, lightened by a touch of white at the base of each floret. Very free-flowering during June and July. Its delightfully informal effect makes it interesting either as cut-flowers or in the border.

50c each; 3 for \$1.25; 10 for \$3.50



Queen of Hearts



© J. & P. CO.

Pink Delight

HEUCHERA

Queen of Hearts

Stunning variety with deep red color and much larger bells than older varieties—enjoyed in either border or rock-garden. Also splendid in bouquets; dainty in arrangements; keeps very well. Blooms from late spring into July. Height 18 in.

50c each; 3 for \$1.25; 10 for \$3.50

HELENIUM

Chippersfield Orange Orange-red and yellow, one of the gayest of all fall flowers. Long-lasting. About 4 ft. high.

3 for \$1.; 10 for \$2.50

Golden Rays



© J. & P. CO.

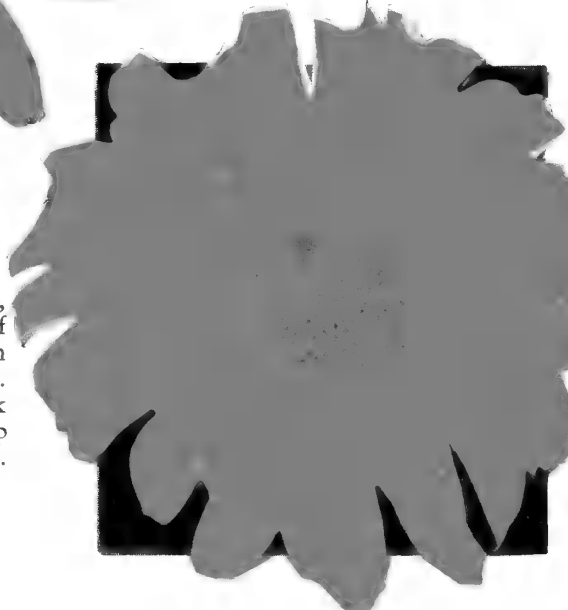
J. & P. 1941
INTRODUCTION

HELIOPSIS Golden Rays

Scabra Patula New gem with exceptionally golden-yellow, 4-in. flowers. Sharp cut petals stand out horizontally, giving clean effect. Grows 3½ ft., bushy plants continuously covered with flowers from end of June through summer. Excellent for cutting. Award of Merit, Royal Horticultural Society.

60c each; 3 for \$1.50;
10 for \$4.

Summer Gold



HELIOPSIS Summer Gold

Incomparabilis Daisy-like, semi-double, 4-in. flowers of rich gold, glorious in wealth of bloom from June to frost. After first bloom, cut back immediately for another crop which repeats very quickly. 3 ft.

3 for \$1.; 10 for \$2.50

Rosy Veil

GYSOPHILA Baby's Breath

ROSY VEIL

Repens Lower-growing, double Baby's Breath which forms a heavy mat of double pink flowers from which many bouquets can be made. Blooms during June and July with a few blooms in the fall. About 18 in.

50c each; 3 for \$1.25; 10 for \$3.50

BRISTOL FAIRY

This tall-growing, double white Baby's Breath is a joy in any garden—gives a lacy pattern that cannot be obtained in any other way. Blooms start in June. Plants grow 20 to 24 in. high and about the same width.

50c each; 3 for \$1.25; 10 for \$3.50

*Lythrum
The Beacon*

© J. & P. CO.

J. & P. 1941
INTRODUCTION

LYTHRUM The Beacon

Salicaria Outstanding new 1941 introduction, for small borders or large mass planting. The neat, long-lasting, clear deep carmine-red flowers are borne on large spikes, followed with side spikes almost to the ground. Very versatile, thriving equally in wet semi-shade and open, dry sun. Much more showy than Lythrum Rosea. Blooms continuously from July to frost. 3½ to 4 ft. Award of Merit, Royal Horticultural Society.

50c each; 3 for \$1.25;
10 for \$3.50

Favorites for Rockery and Edging

One each of Anemone September Charm, Catananche, Dianthus Rock Raven Red, Gypsophila Rosy Veil, Heuchera Queen of Hearts, Shasta Daisy Esther Reed, Trollius Golden Queen, Veronica Incana Rosea and the lovely Miniature Rose, Roulette (see p. 27.)

GROUP #5

9 Plants, 1 of each
(value \$4.45) for only . . . **\$3.50**

Page 42

JACKSON & PERKINS CO.,

Perennials

PYRETHRUM—Pink Bouquet

Here's a pert double Painted Daisy, one of the finest of those wonderful summer flowers that have become so popular in recent years, with five to eight 4-in. blooms on a single stem! A new and sensationally successful introduction of last year, it reminds one of dainty Dresden China—a quaint, saucy figurine of the sort you instantly admire, just as you will Pink Bouquet. The outer petals are a deep rosy pink while the interesting centers have white masses of shorter petals. Unlike most Pyrethrums, the petals stand straight out and the stems upright in all weather, very clean-cut. Blooms come in May and last through June. Stems are 30 in. Just what you have wanted!

65c each; 3 for \$1.75; 10 for \$5.50; 100 for \$45.

PRIMULA—Veris Colossus

Giant-Flowered Extra-large-flowered spring Primula. Well-formed flowers, many over 2 in. A great range of colors, including lilacs, pinks, coppery reds, dark reds, and usual yellows. Sturdy plants, lush foliage.

3 for \$1.; 10 for \$2.50

Selected from the greatest collection of new Perennials offered for 1941—the J. & P. Introductions—you will add real interest to your garden with the group at right.

RUDBECKIA—The King

Regally it bears its large, deep crimson-red flowers—the petals never fold back; the stems remain majestically stiff. From the half-open flower to the orange-brown seed-cone, it is always attractive, both in the garden and the house. Grows 3 ft. high.

50c each; 3 for \$1.25; 10 for \$3.50



*Pyrethrum,
Pink Bouquet*

PARADE OF THE 1941 PERENNIALS

For Spring—Dianthus Rock Raven Red, Geums Dolly North and Red Wings, Heuchera Pink Delight, Shasta Favorite, Stokesia Lavender Queen.

For Summer and Fall—Anemone Superba, Asters Adorable and Petunia, Catananche, Chrysanthemums Milky Way and Mrs. Pierre S. du Pont III, Delphinium Enchantment, Heliopsis Golden Rays, Lythrum The Beacon, Phlox Mikado, Tritoma Galpini, Verbascum Pink Domino.

GROUP #6 10 Plants, 1 of each (value \$9.65) for only **\$7.35**

Physostegia, Rosy Spire



Primula, Veris

HELIANTHUS

Coronation The flower of Britain's coronation year, named there. Very popular for its beauty and significance. Double, golden-yellow, 4-in. flowers with anemone center. Grows 4 to 5 ft. tall. Lovely in summer and fall.

50c each; 3 for \$1.25; 10 for \$3.50



*Rudbeckia,
The King*

*Helianthus,
Coronation*



PHYSOSTEGIA—Improved Dragonheads

ROSY SPIRE

The individual flowers will remain in any position on stem as placed—hence the name of "Obedient Plant," as it is often known. Towering stalks, with 1½-ft. crowded spikes of deep crimson flowers. Olive green foliage and many smaller-spiked side stems. Blooms freely mid-Sept., in any location. 3 to 3½ ft. tall.

3 for \$1.; 10 for \$2.50

SUMMER GLOW

Earlier and taller than Rosy Spire with brilliant rosy crimson flowers in profusion. Blooms Aug. to fall. For semi-shade or open sun. Often exceeds 4 ft.

3 for \$1.; 10 for \$2.50

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Growers of Modern Perennials

Modern Perennials

SCABIOSA

Giant-Flowered

One of the loveliest and most effective blue flowers for summer and fall. A long bloomer. Graceful as a cut-flower; keeps well. The wiry stems are easy to add to mixed flower bouquets.

50c each; 3 for \$1.25; 10 for \$3.50

VERBASCUM

J. & P. 1941
INTRODUCTION

Pink Domino

A lovely, rose-pink form of the well-known yellow Verbascum or mullein which enjoys such rugged growth along the roadsides. The upright, picturesque, branching flower spikes reach 4 ft. in height for one of the most effective pink background plantings in late summer and fall. The plants bloom in August and September, and can be depended upon for a consistent show of color during this period.

Verbascum Pink Domino will bring a pleasing surprise to your 1941 garden, and you will doubtless want to use it more extensively in 1942.

65c each; 3 for \$1.60; 10 for \$4.50

Verbascum,
Pink Domino

TRITOMA HYBRIDS

TOWER OF GOLD

For a bold, architectural effect in the garden, nothing can equal Tritoma, Tower of Gold. Flower stems 4 ft. tall with strong, stocky flower-heads about 8 in. long. The yellowish gold blends magnificently with blue Delphiniums

65c each; 3 for \$1.60; 10 for \$4.50

GALPINI

J. & P. 1941
INTRODUCTION

A graceful dwarf species. Slender, 24- to 30-in. stems; dainty 4- to 6-in. flower spikes of salmon-saffron; profuse from July to Oct. Grass-like foliage. Very decorative, yet subdued. Fine cut-flower. Grows in any location, including partial shade.

50c each; 3 for \$1.25; 10 for \$3.50

Vinca Minor, Bowles

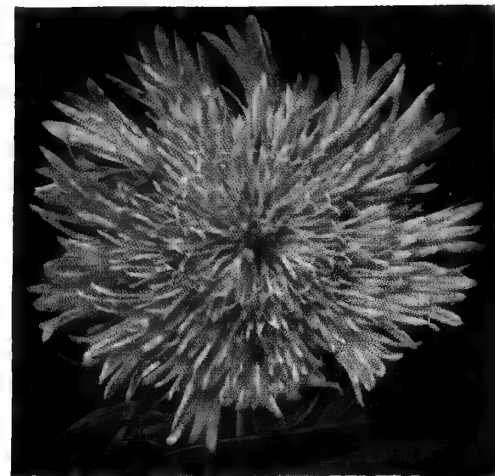
STOKESIA

J. & P. 1941
INTRODUCTION

Lavender Queen

New mammoth form of old-fashioned Stokes Aster, 4-5 in. across. Double flowers, silvery-blue suffused lilac-blue at center. 18-24 in. tall. Vigorous, bushy growth, stands heat. Blooms freely all summer and fall. Fine for cut-flower arrangements. Excellent for any border. Very hardy.

50c each; 3 for \$1.25; 10 for \$3.50



Stokesia, Lavender Queen



Trollius, Golden Queen

TROLLIUS

Golden Queen

One of the most exquisite of all yellow flowers—sheer, lovely gold. Blooms prolifically in July, on plants almost 30 in. tall. Plant in semi-shaded ground that remains fairly damp.

50c each; 3 for \$1.25;
10 for \$3.50

TRADESCANTIA

J. & P. 1941
INTRODUCTION

Handsome border perennial. Strong clumps; long, narrow leaves, erect stems. Lovely 3-petaled, 2-in. flowers. Does well in moist or dry location. 2 ft. tall.

Each of the Four Varieties Below: 3 for \$1.; 10 for \$2.50

IRIS PRITCHARD

White, overlaid pale violet, feathery stamens deeper violet; golden yellow anthers.

JAMES C. WEGUELIN

Deep rose to cerise-pink; surrounding hairs rose-pink; golden anthers.

JAMES STRATTON

Very large light blue flowers, deeper blue stamens; golden anthers.

LENORE

Glowing violet-blue; deeper violet stamens and surrounding hairs; yellow anthers.

Veronica,
Blue
Spire

VERONICA

BLUE SPIRE

Deep blue. Blooms in early summer, again later if cut off after first bloom. An improved *V. subsessilis*. Most satisfactory. 24 in. tall.

3 for \$1.; 10 for \$2.50

INCANA ROSEA

Veronica Incana Rosea is an old favorite, hard to obtain, bearing attractive, lively pink spikes of flowers above silvery white tufts of foliage. 16 in. tall. Blooms in May and June.

3 for \$1.; 10 for \$2.50

VIOLA

Double Russian

Exquisite, double, old-fashioned Violet with unusually sweet fragrance. Hardy anywhere. Produces abundance of lovely flowers. Excellent for semi-shady places. Blooms May to October.

3 for \$1.; 10 for \$2.50;
100 for \$22.



Tritoma Galpini

VINCA MINOR, Bowles

With repeating blooms of Alice-Blue flowers, far superior to the old-fashioned Vinca Minor. Foliage always clean; never rusts or turns brown. Most satisfactory of flowering ground-cover plants; excellent for banks, under trees, other shady or unsightly spots. 3 for 75c; 10 for \$2.; 100 for \$18.

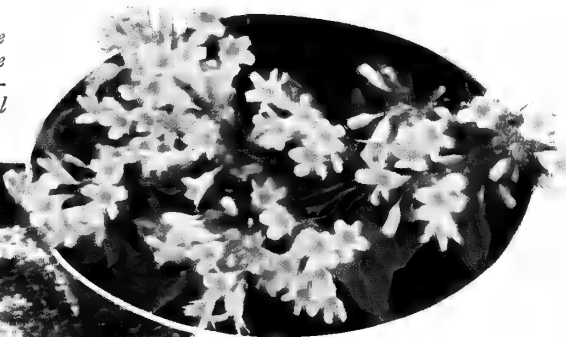
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JACKSON & PERKINS CO.

Flowering SHRUBS and TREES

It is a happy privilege to be able to meet the many requests for these favorites that add so much interest to background, border, landscape and garden plantings. All of the high quality you always expect from Jackson & Perkins.

At right is a spray of the delightful pink blooms, like miniature azaleas, completely covering the graceful Beauty Bush.



BEAUTY BUSH

Kolkwitzia amabilis One of the most beautiful and useful of all flowering shrubs, first generally introduced by J. & P. in 1928, in collaboration with Dr. E. H. Wilson. Covered with masses of small, deep pink, tube-shaped flowers in May, each with a touch of gold in throat, lasting 2 to 3 weeks. Fragrant. Very hardy. Grows 5 ft. 2-3 ft. plants.

\$1. each; 3 for \$2.50

Beauty Bush

FLOWERING CHERRIES—Prunus

YOSHINO

Subhirtella Pink, single. These are the lovely blossoms along the Tidal Basin at Washington, D.C. Earliest of all.

KWANZAN

Heavy clusters of double-flowered pink blossoms, about 10 days to 2 weeks later than Yoshino. Very full of bloom.

FUGENZO

J. H. Veitch Double, deep pink, 10 days later than Kwanzan. Very free-flowering. Coppery red foliage at blossomtime.

MT. FUGI

The best double pure white, blooming a few days later than Kwanzan. Sparkling.

AMANOGAWA

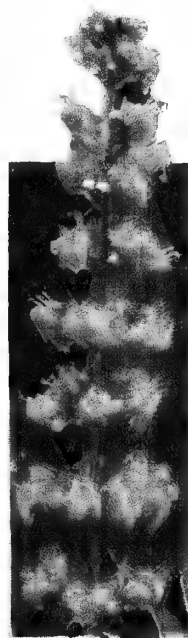
Upright, pyramidal. Semi-double, fragrant, pink. Blossoms with Mt. Fugi. Interesting, decidedly attractive.

4 to 5 ft. trees, any of above, \$1.75 each

Too few realize that at small cost they may have on their own grounds the same glorious Cherry blossoms for which so many thousands go to Washington every spring. All are rugged, well-rooted, 4- to 5-ft. trees.



Kwanzan



Vitex

Butterfly Bush

BUDDLEIA

ILE DE FRANCE

Majestic, hardy, but stays within bounds; sometimes grows up to 6 ft. tall. Living, ever changing, long 1-ft. flower-spikes of glowing claret purple—richest, most popular Butterfly Bush. Irresistibly calls butterflies to enjoy its nectar. Pleasing fragrance. Blooms generously from July to frost; fine for cut-flowers, beautiful in arrangements. Needs no care; grows in any soil or climate.

50c each; 3 for \$1.25; 10 for \$4.

CHARMING

With all the virtues of Ile de France, in a charming pink. Larger spikes.

50c each; 3 for \$1.25; 10 for \$4.

VITEX

Chaste-Tree

Agnus microphylla Now you may have summer flower-spikes like Buddleia, in blue! In northern areas each spring the shoots are sent up 4 to 6 ft. high, very decorative. Field-grown plants, 2 to 3 ft.

75c each; 3 for \$1.75



Ile de France

FLOWERING CRABS—Malus

Especially in the north, these are the best flowering trees for general use. Gorgeous in full bloom. The color lasts a long time. Many have interesting fruits; birds like them.

BECHTEL'S

Ioensis fl. pl. Very hardy. Fragrant flowers resemble small roses, in profuse clusters. Grows slowly, to about 8 ft. tall. Late blooming.

PARKMAN'S

Halliana Parkmanii Semi-double; clear, deep rosy red. Very attractive. Grows slowly; finally to 10-12 ft. Mid-season.

TEA'S

Theifera Fragrant, delicate pink flowers all along both old and new stems. Picturesque, handsome. Slow growth is a virtue. Crimson-flushed fruit.

ELEYII

Robust. Large, dark pink flowers; showy fruit. Deep red foliage in spring. One of the finest.

Sturdy 4 to 5 ft. trees, any of above, \$1.50 each

Malus Eleyii



Prices on This Page Include Expert Packing; Shipped Transportation Collect

Yoshinos, along the Tidal Basin near the Washington Monument in the national capital, a sight of indescribable beauty. Why not plant now, to enjoy them right at home?

What "World's Largest Rose Growers" Means to You...

120 Testing Stations

FROM COAST TO COAST,
FROM NORTH TO SOUTH

—You Know J. & P. Modern Roses
Will Do Well Where You Live

Even after close observation and extensive trials in our nurseries have convinced us we have a new Rose of unusual merit, we take another two years for actual garden tests by 120 trusted observers from coast to coast, who tell us how they do in their sections.

SIXTY-SEVEN years of service to gardening—an extensive trade requiring the operation of nurseries from the Atlantic to the Pacific—modern, scientific methods and equipment for propagation, growing, packing and shipping—new air-conditioned storage for ideal winter care of dormant plants—these mean for you the finest possible plants, in best possible condition.

Here at Newark in the rigorous climate of northern New York we have the world's largest Rose hybridizing operations, producing many thousands of new seedlings yearly to meet standards so exacting only about one out of 1,500 or 2,000 is accepted to compete in our trials for worthy new Roses.

It is also our privilege to enjoy close relationships with the eminent Rose hybridizers of Europe, and exclusive distribution in America for such leaders as McGredy and Dickson of Ireland, Jean Gaujard of France, L. Lens of Belgium, Aicardi of Italy, Pahissa of Spain, and many others.

EVERYTHING IN THIS CATALOG SENT *Prepaid*

(Except Tree Roses on p. 21, Flowering Shrubs and Trees, p. 45)

Every price in this book includes transportation paid to your address in accord with terms below, except for those noted above and Vigoro at bottom of page (C.O.D. shipments are transportation collect). Do not try to send extra money with your order for transportation. All J. & P. shipments are carefully and securely packed in modern containers.

*We Do Not Ship Plants of Our
Modern Perennials West of Denver*

TERMS

Please send cash with order for all orders under \$10.; or \$1. with order and balance C.O.D. If you do not wish to send cash with a larger order and do not now have a charge account with us, please give bank and 3 other references. Charge accounts are due 1st of month following date of shipment.

C.O.D. Orders

If you wish C.O.D. shipment, send 10% cash with order, or \$1. on an order for less than \$10. Your plants will be sent by parcel post or express; balance due, C.O.D. fee and transportation, collect.

The J. & P. Waterproof Label —Symbol of Our Guarantee

Every Modern Rose plant you receive from us bears a waterproof identification label (see below), symbol of our guarantee—that your plants will be of the finest quality, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

J. & P. Perennials, Trees, etc., are also backed by our Guarantee of Quality and Satisfaction.

OUR Guarantee IS YOUR PROTECTION

OUR GUARANTEE—We offer you only one grade of Roses—the finest. We unconditionally guarantee every plant we ship to be of finest quality, true to name and class, sturdy and free from disease, and to reach you in perfect condition.

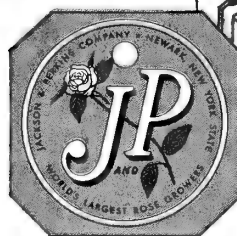
We guarantee every plant to flower the next normal blooming period after planting.

We will replace, prepaid and free of charge, any plant which does not perform according to the above guarantee, providing you have carefully followed our directions for planting and care, and providing your report so states and is filed with us on or before August 1 on shipments made the preceding fall or spring.

YOUR RESPONSIBILITY—Roses are mortal, like any other living thing. They really need comparatively little care—especially the new improved varieties. But they must be given fertile soil, sun and water, and proper cultivation, to keep them vigorous. We send you planting and cultural instructions in each shipment. Follow these and you will be rewarded with healthy growth and prolific blooms.

JACKSON & PERKINS COMPANY

CH Perkins
CHARLES H. PERKINS, President



Order Early!

To receive your stock in ample time to plant at the earliest possible moment in spring for finest growth, largest and most abundant blooms, it is well to send us your order as soon as possible.

WHEN AND HOW SHIPPED—all orders are filled in same sequence as received; if a preferred date of delivery is marked on your order, you will be assured of receiving your plants when you want them.

LATE ORDERS IN POTS, 10% EXTRA

With our air-conditioned cold storage warehouse, dormant plants can be kept in good condition until well into June. However, if you are delayed in ordering and want to get quicker growth, you may order started plants in pots at only 10% above prices for dormant plants—sent transportation collect because each is growing in 10 to 15 lbs. of soil.

Please use Order Blanks in back of book

Many of our guests at the World's Fair Rose Garden and at Newark ask what fertilizer and spray materials we use, and we have been glad to tell them—Vigoro and Tri-ogen.

In response to frequent requests that we supply these materials for the convenience of our customers, they are offered in this catalog:

VIGORO for fertilizing Roses

The universally popular, clean, easy to use, effective plant food. Sent transportation collect:

| | |
|-------------|--------|
| 25-lb. Bag | \$1.50 |
| 50-lb. Bag | 2.50 |
| 100-lb. Bag | 4.00 |

TRI-OGEN

All-Purpose Spray Material

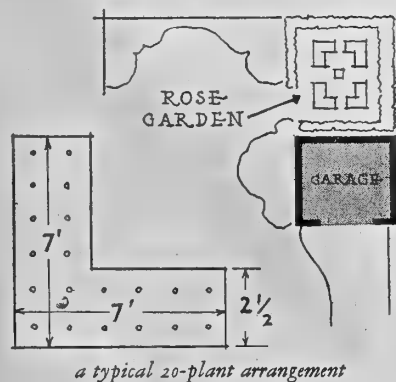
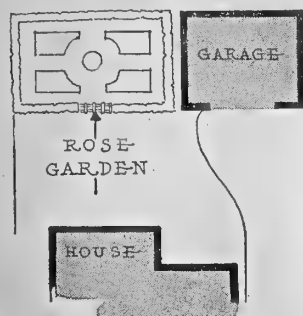
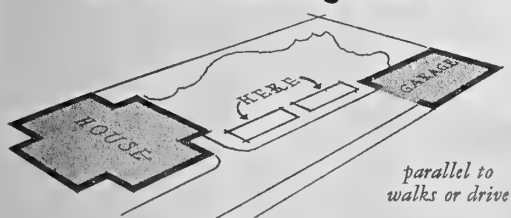
The modern way—insecticide and fungicide combined. Does not harm nor discolor foliage or plant.

| | |
|------------------------|--------|
| Kit A {makes 16 qts.} | \$1.50 |
| Kit B {makes 64 qts.} | 4.00 |
| Kit C {makes 32 gals.} | 6.00 |

Jackson & Perkins Co. NEWARK, NEW YORK STATE *Rose Capital of America*

ROSES

How to Arrange Beds



for Every Garden

BUSH ROSES

HYBRID TEAS

The most popular of all flowers. Every season sees additional increase in the number of gardeners who have learned how simple it is to plant and care for Roses in the home garden. There is no greater thrill than to cut from your own Rose plot the exquisite, perfect Hybrid Tea flowers like those in the florist's windows and at the Rose Shows.

Every home, whether on smallest city lot or large estate, has a plot or plots where Modern Roses can be enjoyed. These simple sketches help to suggest their uses, and the number of plants you can plant effectively.

Modern Hybrid Tea Roses should be planted about 16 in. apart, in rows 18 in. wide. In the south and far west planting distances should be somewhat greater.

Modern Rose plants are a fine investment. They give you the greatest enjoyment of any flower, blooming continuously throughout the season, and last for years with little care.

FLORIBUNDAS

Be sure to include this marvelous new class of Roses in your plantings—the hardy, everblooming race that has inspired the Floribunda vogue so rapidly spreading all over America. They are truly "Roses for Everyone's Garden". Their profuse clusters of Hybrid-Tea-size flowers create outstanding massed color effects and are equally suited for shrubbery plantings, borders and beds.

Because of their dense foliage, bushiness and continuous blanket of bloom, Floribundas need a little more room than H Ts—plant 18 in. or more apart. Many gardeners secure very striking effects in groups of 3 to 5 or more of a variety in shrub borders or special beds. The two sketches below suggest these types of planting.



in groups alongside a building, or in the border



fine for color accent in shrubbery plantings

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New HARCO Sprayer



Here is the simple, easy to use, efficient sprayer you have long wanted! The hose and extension rod are fine for reaching under sides of foliage and far side of plants. The glass jar is ideal for small portions for the home garden.

The pump also fits wide-mouth quart Mason jars. Pumps easily with one hand, as you spray. Complete with pump, jar, hose, rod and nozzle.

\$1.95



MODERN CLIMBERS

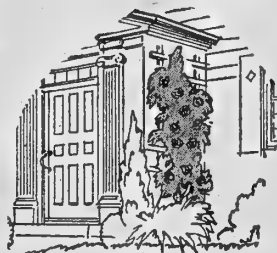
There are few flowering vines that can be as beautiful as Climbing Roses—few that grow as fast or are as permanent, or have the height, spread and bushiness. For wealth and continuity of colorful bloom, none can equal the lovely Everblooming Climbing Roses.

Trained over archways, doorways, arbors, posts, walls, fences or buildings, Climbing Roses create a spectacular effect. They are an ideal screen for privacy, or to cover unsightly spots.

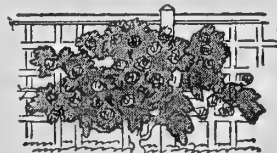
Be sure to plant Climbing Roses in the spots where they can be so attractive an addition to your home. The little sketches at right will suggest just a few of their many uses.



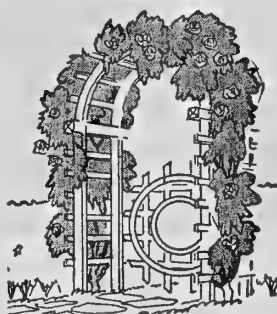
a pillar



for doorways, porches, etc.



to cover a fence



for archways, pergolas, etc.

for watering your Roses . . . The Water Wand

A practical, scientific, irrigating tool that makes watering the garden a pleasure. Weighs just 1 lb. The long, lightweight handle directs a gentle flow of water underneath the foliage and to the back of large flower-beds, without stepping into the soft soil. Does not wash away the top soil nor uncover roots. Delivers a gentle flow—of full pipe volume—leaving it motionless on the ground to soak deep around the roots. There is no splashing over leaves and blossoms—no waste of water.

Water Wand irrigation encourages deep, sturdy roots to make plants more drought-resistant and longer-lived. Watering need not be done so frequently as with a hose and nozzle. 52 in. long; delivers up to 15 gallons per minute. Finished in bright cadmium to last for years.

\$2.50



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HOW TO PLANT AND CARE FOR

Roses



RIGHT



WRONG

WITH every order we include the new J. & P. "Guide to Successful Rose Gardening" of complete instructions for planting and care of Modern Roses. It is illustrated with helpful sketches.

The few suggestions here presented show how simple it is to grow Roses.

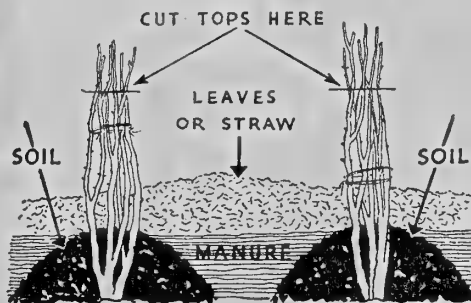
To prepare beds, remove one spade-depth of top-soil and pile it aside. Then remove a second spade-depth, which is sub-soil to be taken away. Now you have a hole or trench 18 in. deep. Loosen dirt at bottom with a spading fork, then shovel in the top-soil, mixed with a liberal amount of old manure.

Carry the Rose plants to the hole or trench in a bucket of water. Prune roots by shortening long ones and cutting ends off others. Place plant in hole with roots well spread, work fine soil between roots, then fill hole a little at a time, packing soil hard on the roots. When hole is $\frac{3}{4}$ full, tramp soil down hard, then pour in plenty of water. When water has disappeared fill with good garden soil level with top of ground, and level with "hip" of plant as in sketch at left above.

Many do not have the heart to prune Rose plants severely enough. Correct low pruning in spring as sketched at right, 6 to 8 in. above soil level with two or three "eyes" above ground level, produces the finest Roses.

Winter protection—modern Roses are easy to carry over the winter with a few simple precautions. Every variety in this book is grown in the rigorous climate of northern New York here at Newark.

After the first heavy frost, bundle the branches together, cutting back to 18 or 20 in. Hill up the earth around each plant, 6 to 8 in. or more above ground level; spread manure in the hollows between plants. Later, when ground is frozen, add a covering of leaves, straw, salt hay or cornstalks to protect from sun and wind. In the south and on the Pacific coast, this protection is not always necessary.



A Hybrid Tea
pruned low in
spring.



Result of close
pruning. Low, compact,
large flowers.

SUGGESTIONS FOR EFFECTIVE USE OF

Perennials

In the past few years wonderful improvements have been made in almost all classes of Perennial Flowers, so adding to their usefulness that they present the widest possibilities for use in modern gardening. It has been our aim to present for your enjoyment only these newer and greatly improved varieties which we have searched out from both here and abroad, as well as produced through hybridizing in our own nurseries.

Selections may be made for a complete range of colors at each season from early spring till severe frost, and for a continuous sequence of new varieties entering their season of bloom as soon as earlier ones pass their zenith. J. & P. Novelty Perennials may also be selected for height and habit to fit any plot in your garden, wet or dry, sun or shade. Gardeners who vacation during midsummer or must be away at any other period may select varieties which will bloom while at home to enjoy them, and allow the garden to rest while they are away.

For best results, plant 3 or more of a variety together.

We do not ship Perennial Plants west of Denver

Questions?

Write to
Betty Perkins

If you have problems concerning any particular plot or color, or other questions on which you would like help or advice in planning your garden, write to Betty Perkins, The Question Box, Jackson & Perkins Co., Newark, New York State. The knowledge and experience of our experts are at your disposal concerning care and culture as well as selection of plants for your garden. This service is entirely free to our customers.

Perhaps you wish help in arranging a planting to produce some special effect. Perhaps you wish information as to varieties which will do best under your local conditions of soil and climate. In this catalog we have tried to give all possible information for you to complete your plans, but Betty Perkins will be glad to hear from you, and it is always a pleasure to help make gardens more effective.

Jackson & Perkins Co.

1 Rose Lane,
Newark, New York State

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YOU ARE INVITED TO VISIT NEWARK'S FESTIVAL OF ROSES

When the Roses in our nurseries and Display Gardens are at their height of first bloom, usually for the period between June 15 and July 4 each summer, the civic Festival of Roses is observed. You will find more about it on page 4.

Visit us then, or whenever you come this way next summer or fall—there are Roses till frost. Delphinium-time is another glorious sight.

Order Early

ORDER BLANK

NEWARK, NEW YORK STATE

MR.
MRS.
MISS

DATE _____

EXPRESS OFFICE

Do you want us to send an equally good variety if any of the kinds ordered are sold out?

All orders will be shipped at proper planting time, unless a specified date is indicated at right:

PRICE

Amount carried forward to other side

World's Largest Rose Growers • NEWARK, NEW YORK • Rose Capital of America

ORDER NO. _____

CHECKED

ACK'D_

SHIPPED

VIA

ZONE

DATE _____

STATE.

EXPRESS OFFICE

Do you want us to send an equally good variety if any of the kinds ordered are sold out?

All orders will be shipped at proper planting time, unless a specified date is indicated at right:

PRICE

Amount carried forward to other side

World's Largest Rose Growers • NEWARK, NEW YORK • Rose Capital of America

Address

Name.....

Address

Name.....

Address

Name.....

Below are names of gardeners who appreciate Roses, or who should have Roses and might be inspired to make a planting if you send the Jackson & Perkins Catalog to them.

Total Amount of This Order



ORDER BLANK—Continued

Amount carried forward

Quantity

NAME OF VARIETY, OR GROUP NO.

PRICE

ORDER NO. _____

CHECKED _____

ACK'D _____

SHIPPED _____

VIA _____

ZONE _____

**1 Rose Lane
NEWARK, NEW YORK STATE**

In accord with the J. & P. Guarantee, send the following plants prepaid to:

MR.
MRS.
MISS.

DATE:

STREET or R.D..

STATE.

POST OFFICE.

EXPRESS OFFICE

(if different from P.O.).

Do you want us to send an equally good variety if any of the kinds ordered are sold out?

TERMS—Cash with order to secure prepayment of transportation on Roses and Perennials—see page 46. Perennials are not shipped west of Denver.

All orders will be shipped at proper planting time, unless ■ specified date is indicated at right:

Quantity

NAME OF VARIETY, OR GROUP NO.

PRICE

ORDER BLANK—Continued

Amount carried forward

Quantity

NAME OF VARIETY, OR GROUP NO.

PRICE

Amount carried forward to other side

World's Largest Rose Growers • NEWARK, NEW YORK • Rose Capital of America

Below are names of gardeners who appreciate Ross, or who should have Rosses and might be inspired to make a planting if you send the Jackson & Perkins Catalog to them.

Total Amount of This Order

From

PLACE
STAMP
HERE

Jackson & Perkins Co.

WORLD'S LARGEST ROSE GROWERS

NEWARK,

*The Rose Capital
of America*

NEW YORK STATE

PRINTED IN U. S. A.

PAGEANT OF

For masses of brilliance in late summer and autumn, Phlox Decussata are ideal. Some of the finest and most decorative are J. & P. introductions, including all five here pictured.

Phlox

FOR YOUR GARDEN



HARVEST FIRE

(above, at top)

Mammoth salmon-orange heads, branching from bottom; large individual florets, 1½ to 2 in. Clean, healthy foliage. Long bloomer. 30 in.

BLUE BOY

(picture above)

The best deep blue Phlox ever produced—free bloomer; big individual florets, 1½ to 2 in. A valuable addition. Growth low, bushy; about 24 in.

SALMON BEAUTY

(shown above)

Rich salmon-pink contrasting with large white eye. Soft in tone; positive in effect. Lovely large florets 1½ to 2 in. Reaches 30 in.

Each of above Varieties: 40c each; 3 for \$1.; 10 for \$2.50



© J. & P. CO.

Mikado

MIKADO

J. & P. 1941 INTRODUCTION

Deep violet, 1½- to 2-in. florets with large, distinct white eye. Excellent foliage. 18 to 24 in.; outstanding among foreground or intermediary border plants.

50c each; 3 for \$1.25;
10 for \$3.75

APPLE BLOSSOM

Soft, restful apple-blossom pink that blends beautifully; 2- to 2½-in. florets. Pyramidal flower head; side spikes follow freely. Very firm, disease-resistant foliage. 2½ to 3 ft.

50c each; 3 for \$1.25;
10 for \$3.75

© J. & P. CO.

Apple Blossom

J. & P. 1941 INTRODUCTION



The Key Five

The glorious five pictured on this page.

GROUP #1 5 Plants, 1 of each \$1.85
(value \$2.20) only...

GROUP #2 15 Plants, 3 of each \$4.50
(value \$5.50) only...

NINE FAVORITES

One each of all nine at right.

GROUP #3 9 Plants, 1 of each \$1.65
(value \$2.25) only..

ALL 14 ON PAGE

Both the Key Five and Nine Favorites.

GROUP #4 14 Plants, 1 of each \$3.75
(value \$4.45) only..

SELECTED FAVORITES

The best of the older varieties, without which no Phlox Garden can express its full beauty.

Albert Leo Schlageter Brilliant scarlet-red.

B. Compté French purple.

Count Zeppelin White; red eye.

Daily Sketch Large, light salmon-pink; crimson eye.

George Stipp Salmon.

Mrs. Harding Glowing salmon.

Painted Lady Peach-pink, with deeper eye.

Snowcap White.

Tigress Orange-scarlet.

EACH OF ABOVE:

3 for 65c; 6 for \$1.25

SPECIAL—Any 100 of these Selected Favorites for \$15.

All these Plants are Prepaid

For A Garden Gay *All Summer*

MODERN ROSES

IT HAS always been the foremost aim and ambition of the Department of Plant Research and everyone connected with the Jackson & Perkins nurseries, to achieve the ideal now attained in the Parade of Modern Roses—that every flower-lover might have in his or her own garden the Queen of Flowers, not just in what used to be called “the month of Roses” but all summer and fall. Our Modern Hybrid Teas have this admirable quality, but it is exemplified most eloquently in the charming Floribundas—“Roses for Everyone’s Garden.”

BETTY PRIOR—Floribunda

(Plant Patent 340)

In this natural color photograph of a garden, the delightfully charming and radiant pink Betty Prior becomes a never-ending center of attention and attraction. You will want it and other Floribundas to plant this spring. There is a close-up color picture and complete description on page 26.

85c each; 3 for \$2.15; 12 for \$8.50; 25 for \$15.65

Colorful Perennials

In thousands of gardens, color marches on in new and improved Perennial Flowers—many developed by our own hybridists, in tune with the ever wider appreciation of the joy and comfort in a garden.

CLIVEDEN BEAUTY Delphinium

Making its full contribution to the beauty of this garden setting, Cliveden Beauty brings the invaluable, exquisite blue of an outstanding Belladonna. Described on page 34.

3 for 85c;
10 for \$2.25



Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK STATE